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ABSTRACT

Addressed to volunteers, amateurs, and information professionals, this practical handbook illustrates procedures for producing various forms of printed directories that will fill community information needs, help to foster community participation and socialization, effectively promote and advertise the publishing organization, and that will be financially self-supporting. It offers guidelines for determining objectives, press run, scope and contents, editing policies, and methods of filing and data collection. The would-be publisher is also given advice on three broad areas of planning: (1) manpower, which includes data collection and advertising sales; (2) production, including number of pages, binding, use of color and graphics, page formats, matching sections, and providing library cataloging information and (3) costing, including editorial estimates and margins, balancing, market research, setting and printing expenses, delivery and advertising expenditures, staff payment, and projecting income. A generalized timetable outlines the stages of execution in producing a directory, and appendices provide detailed procedures corresponding to those stages, as well as a glossary of printing terms. (FM)

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PUBLISHING COMMUNITY DIRECTORIES

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

IR007883

C.D. Marshall

ABOUT THE AUTHOR:

PERSONAL: A family man, age 34, with an amateur's knowledge of printing and publishing, concerned for the community's welfare and future has the normal demands of three small children, requirements of establishing a new home, a partner who shares these concerns and interests...

EMPLOYMENT: A student to December 1973, when appointed City Librarian for Wagga Wagga; worked to develop a regional system; since July 1978 Chief Librarian of Riverina Community Library Service; still a part-time graduate student - Has coordinated/edited three annual self-supporting directories . . .

SPECIFIC RELEVANT QUALIFICATIONS? The cumulating experience of trying plus whatever ideas could be gleaned from other people and other publications - what this booklet tries to summarise.

Photo by permission of the Daily Advertiser, Wagga Wagga; reproduced from photographic original 17 x 7.5 cm.

MORAL OF THE STORY? Anyone who is motivated, willing to give a few hours of their spare time, and supported by like-minded co-workers . . . YOU CAN DO IT.

This booklet was commissioned on contract to be written and published by the author.

Copies of this booklet may be obtained from:

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1. Directories. 2. Community. 3. Publishers and publishing.
I. Title.

DEDICATED in respect and friendship to

DICK and SHIRLEY GORMAN

who have given strength and support to many community efforts, generously and energetically, with vision and good sense

PHOTO: The Daily Advertiser, Wagga Wagga, 3/12/1975. (Reduced to 65% of original size, from news clipping.)

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Preface

. . . OR JUST A FEW WORDS BEFORE WE START

ABOUT THE PURPOSE OF THIS BOOKLET:
The objective of this booklet is to provide, for volunteers and amateurs or for information professionals, a practical handbook on proceedures for producing various forms of printed directory that will be financially self-supporting.

Therefore this booklet is written in plain language and conversational style rather than in technical terms. The jargon of librarians and printers is generally avoided, except where an understanding of the terms may be useful.

ABOUT USING THIS BOOKLET:
For a first reading may I suggest that you pick out the sections in bolder type such as this -
leaving the finer print for a second time around. This approach should introduce the overall picture with less risk of losing perspective by becoming entangled in details.

ABOUT THOSE WHO MADE THE BOOKLET POSSIBLE:
The Hon Reg Jackson, Minister for Youth and Community Services, who, through the Community Liaison Bureau, provided the challenge and the means to produce it;

My co-workers at Wagga Wagga City Library who have contributed lively ideas and solid work to each of our three Community Directory ventures;

The library's co-operators in the office of Wagga Wagga's Community Social Worker in years past - Sue Vardon & Dulcie Lennon;

The dedicated volunteers of Wagga Wagga's Community Information Centre;

Those who sampled this pudding mix before it was steamed and served - as interested citizens and proof-readers, namely Jane Sibree, Lyn Ross, and Stephanie Marshall;

My children and my wife, Stephanie, who has shared the fascination and frustrations of information service; they have survived not only the annual directory but also this booklet - simultaneously with the latest directory..

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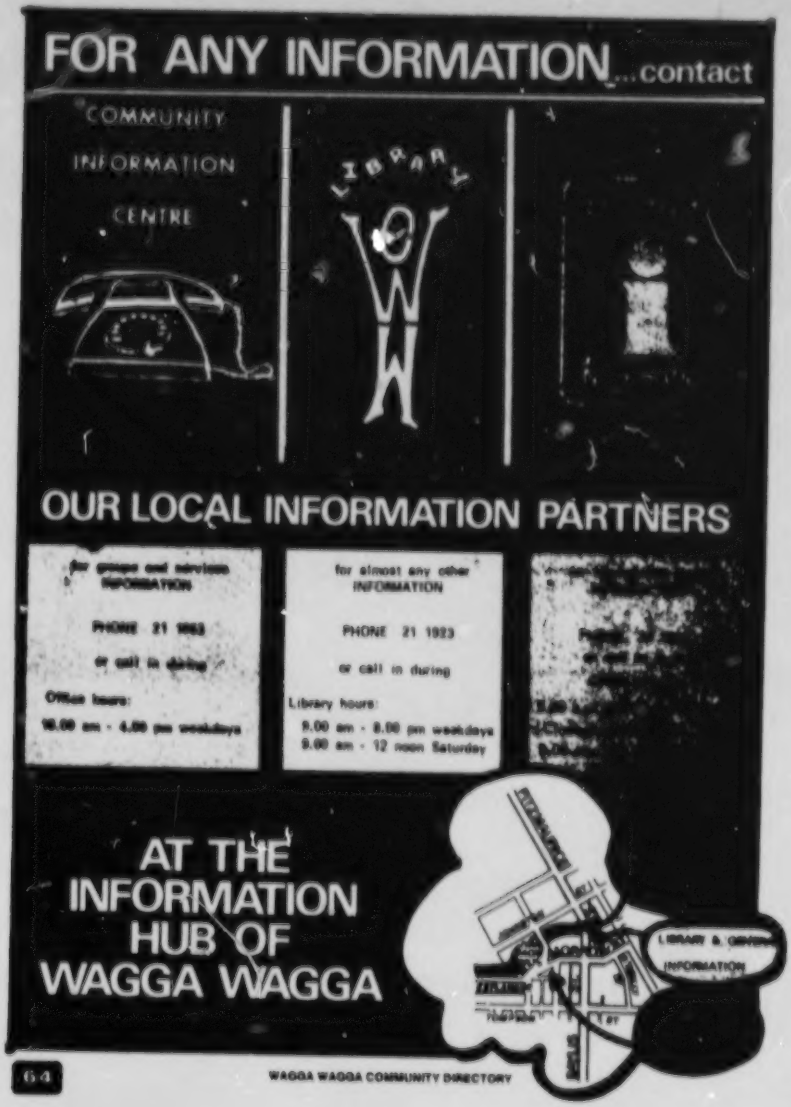


EXAMPLE OF DIRECTORY COPY

Inside page 64 or back cover of a "tourist guide" off-print - printed in black with red/yellow/blue screened spot colours as highlight. (Wagga, 1978)

A. AIMS AND OBJECTIVES

1. A CLEAR STATEMENT OF OBJECTIVES.

When contemplating an information service or specifically a directory publication, the very first step is a clear user-oriented statement of aims or objectives.

Any existing ideas or intuitions about your community's needs will benefit by analysis. Your thinking can be stimulated:

- *by searching out and critically examining existing information sources and services,
- *by examples of information publications in other areas, and
- *by talking to representative members of your community.

Clear decisions should then be made and probably a written statement prepared for yourself summarising your objectives in relation to the following factors.

(a) AIM - INFORMATION GIVING

Key issues in information giving are TO WHOM, ABOUT WHAT, IN WHAT DEPTH, and WHEN or HOW.

The TO WHOM of that communication is particularly important. These issues will be pursued in some practical detail later, but as the *community to be served* is so central, a few general comments are offered now. Your community may be defined as residents of an area, as a work or interest group, or in some other way. Defining that community will radically affect such aspects of a directory as number printed, mode of distribution, the scope of useful contents, editing policy for entry format and detail, and the back-up system which may be required after you publish . . . *Information is not neutral, fixed or objective: information is a selective giving and receiving process between two people, with differing background experiences, conditioned by time and circumstances.*

(b) AIM - COMMUNITY DEVELOPMENT AND SOCIALISATION

Another possible objective in publishing a directory is strengthening bonds of community among members of the group to which the publication is addressed.

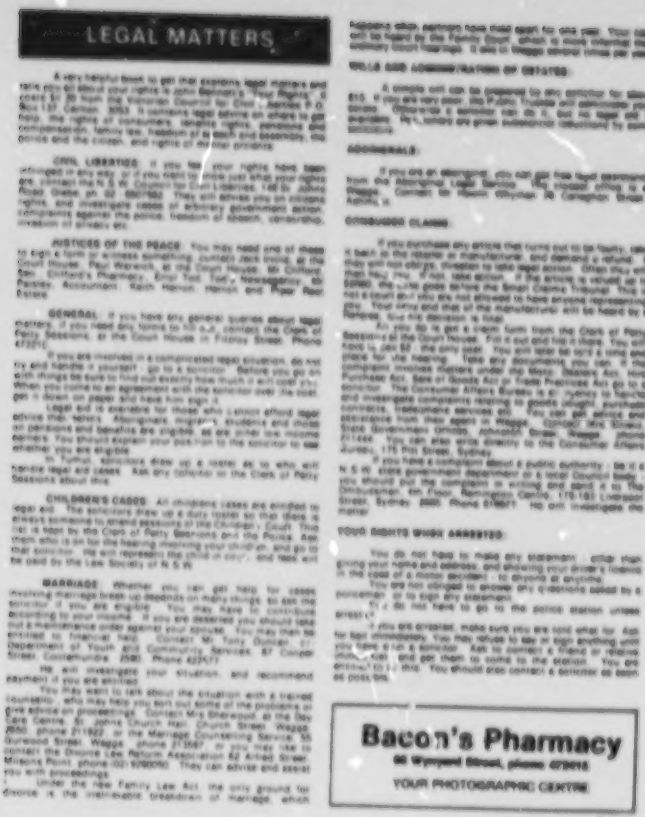
In this context the information may be consciously moulded to open new opportunities, to welcome newcomers, or to foster community participation or action by the hesitant or less-informed. Information might also be presented to suggest likely co-operative links, to point out deficiencies or needs not satisfied . . . and to foster civic confidence. Your directory could promote your community to outsiders.

(c) AIM - PROMOTION AND PUBLIC RELATIONS

A useful directory can very effectively promote and advertise the publishing organisation. Your printed medium can be always at hand for reference - reminding your community about YOUR services.

Information you give also generates inquiries - uncovering hidden needs and increasing confidence to ask for more.

More specifically, a *self-supporting* directory project demonstrates a business-like approach, especially to business folk. It establishes useful contacts, and may avert criticism of your organisation by sceptics. *Be sure that your image and approach are wholeheartedly businesslike.*



LEGAL MATTERS

A very helpful book to get that explains legal matters and tells you all about your rights is John Bennett's 'Your Rights'. It costs $1.20 from the Victorian Council for Civil Liberties P.O. Box 137 Carlton 3053. It contains legal advice on where to get help, the rights of consumers, tenants rights, pensions and compensation, family law, freedom of speech and assembly, the police and the courts, and rights of migrant workers.

CIVIL LIBERTIES If you feel your rights have been infringed in any way, or if you want to know just what your rights are, contact the N.S.W. Council for Civil Liberties, 149 St. Johns Road Glebe, ph 02 660 7582. They will advise you on citizens rights, and investigate cases of arbitrary governmental action, complaints against the police, freedom of speech, censorship, invasion of privacy etc.

JUSTICES OF THE PEACE You may need one of these to sign a form or witness something, contact Jack Irving, at the Court House. Paul Warwick, at the Court House, 90 Clifford St. Clifford's Pharmacy, Emily Test Test, Newsagency, 65 Parsley, Accountant, Keith Herron, Herron and Piper Real Estate.

GENERAL If you have any general queries about legal matters, if you need any forms to fill out, contact the Clerk of Petty Sessions, at the Court House in Fitzroy Street. Phone 473211.

If you are involved in a complicated legal situation, do not try and handle it yourself - go to a solicitor. Before you go on with things be sure to find out exactly how much it will cost you. When you come to an agreement with the solicitor over the cost, get it down on paper and have him sign it.

Legal aid is available for those who cannot afford legal advice this service is for Aboriginals, migrants, students and those on pensions and benefits are eligible, as are other low income earners. You should explain your position to the solicitor to see whether you are eligible.

In Tumut, solicitors draw up a roster as to who will handle legal aid cases. Ask any solicitor or the Clerk of Petty Sessions about this.

CHILDREN'S CASES All childrens cases are enrolled in legal aid. The solicitors draw up a duty roster so that there is always someone to attend sessions of the Children's Court. This list is kept by the Clerk of Petty Sessions and the Police. Ask them who is on for the hearing involving your child/ren and go to that solicitor. He will represent the child in court, and fees will be paid by the Law Society of N.S.W.

MARRIAGE Whether you can get help for cases involving marriage break up depends on many things, so ask the solicitor if you are eligible. You may have to contribute according to your income. If you are deserted you should take out a maintenance order against your spouse. You may then be entitled to financial help. Contact Mr. Tony Bonser, Dept. of Youth and Community Services, 87 Cooper Street, Cootamundra 2590. Phone 423577.

He will investigate your situation, and recommend payment if you are entitled.

You may want to talk about the situation with a trained counsellor, who may help you sort out some of the problems or give advice on proceedings. Contact Mrs Sherwood, at the Day Care Centre, St. Johns Church Hall, Church Street, Wagga 2650, phone 211922, or the Marriage Counselling Service, 55 Gurwood Street, Wagga, phone 213587, or you may like to contact the Divorce Law Reform Association 62 Ernest Street, Mosman Point, phone (02) 9690050. They can advise and assist you with proceedings.

Under the new Family Law Act, the only ground for divorce is the irretrievable breakdown of marriage, which happens when partners have lived apart for one year. Your case will be heard by the Family Court, which is closely informal than ordinary court hearings. It sits in Wagga several times per year.

WILLS AND ADMINISTRATION OF ESTATES

A simple will can be prepared by any solicitor for about $15, if you are very poor, the Public Trustee will administer your estate. Otherwise a solicitor can do it, but no legal aid is available. Wills, unless are given substantial inheritance by some

ABORIGINALS

If you are of Aboriginal, you can get free legal assistance from the Aboriginal Legal Service. The closest office is at Wagga. Contact Mr Hassan Mayman 58 Conapton Street, Ashmont, N.

CONSUMER CLAIMS

If you purchase any article that turns out to be faulty, take it back to the retailer or manufacturer, and demand a refund. If they will not oblige, threaten to take legal action. Often they will then buy you off, not take action. If the article is valued up to $2000, the case goes before the Small Claims Tribunal. This is not a court and you are not allowed to have anyone representing you. Your claim and that of the manufacturer will be heard by a referee, the his decision is final.

As you do so get a claim form from the Clerk of Petty Sessions of the Court House. Fill it out and lodge it there. You will have to pay $7 - the party pays. You will later be sent a time and place for the hearing. Take any documents you can. If the complaint involves matters under the Hire Purchase Act, Sale of Goods Act or Trade Practices Act go to a solicitor. The Consumer Affairs Bureau is in Sydney to handle and investigate complaints relating to goods bought, purchase contracts, hiredpurchase services, etc. You can get advice and assistance from their agent in Wagga - contact Jack Sowell, State Government Offices, Johnston Street, Wagga, phone 211444. You can also write directly to the Consumer Affairs Bureau, 175 Pitt Street, Sydney.

If you have a complaint about a public authority - be it a N.S.W. state government department or a local Council body - you should put the complaint in writing and send it to The Ombudsman, 6th Floor, Remington Centre, 175-183 Liverpool Street, Sydney 2000 Phone 018671. He will investigate the matter.

YOUR RIGHTS WHEN ARRESTED

You do not have to make any statement - other than giving your name and address, and showing your driver's license in the case of a motor accident - to anyone at anytime.

You are not obliged to answer any questions asked by a policeman, or to sign any statement.

If you do not have to go to the police station unless arrested.

If you are arrested, make sure you are told what for. Ask for bail immediately. You may refuse to say or sign anything until you have had a solicitor. Ask to contact a friend or relative (not a cop) and get them to come to the station. You are entitled to do this. You should also contact a solicitor as soon as possible.

Bacon's Pharmacy
66 Wynyard Street, phone 072015
YOUR PHOTOGRAPHIC CENTRE

EXAMPLE OF DIRECTORY COPY

A different style - some continuous text, describing selected services. Tumut Shire's directory, compiled by a Community Development Officer, was funded by some adverts and by donations of service clubs. Self-cover, 19 pp, with spot colour.

2. THE NUMBER TO BE DISTRIBUTED

The number of directories to be printed and distributed will relate to many factors in your objective of serving needs. First you need to know the size of the full user market; individuals, households, or agencies and groups. Second, you consider whether to give or sell your directory. Third, you are forced back to the issue of costs and funding.

(a) IF YOU ARE SEEKING TOTAL COVERAGE of the known community, are you aiming for individuals, households, or agencies and established groups? Households are a likely target (in my view), as individual copies could be extravagant, and group or agency copies could miss so many persons in need. To households should be added business houses, if your contents will be relevant.

These numbers can be gauged from census data or the AMIS files of the Australian Bureau of Statistics. (AMIS - Australian Municipal Information System) Your local public librarian can help here.

Another avenue for distribution is a specialised local newspaper supplement, allowing a marginal/extra number run-on for residences or businesses not covered, and for other uses. This may be economical BUT *assess its coverage carefully:* is the paper purchased or delivered free? *Assess the likelihood of your directory's being identified in the paper, retained, and used:* how many people really look carefully at "supplements"? Will its format mean its early decay and discard?

Once you have defined the distribution range, it may be wise to add a margin for new-comers, for interested information workers elsewhere, and perhaps for visitors or prospective residents.

(b) IF YOU CONSIDER SELLING THE DIRECTORY, it is wise to estimate sales resistance, the real costs of a sales campaign, the effects on your objectives, and the problem of gauging the numbers that will be purchased.

Sales resistance can be quite irrational and uneven. How will you fix a viable price and ensure that the directory is well displayed for people to find and purchase it? Unfortunately the people most needing the information (or socialisation) may be least likely to find and benefit from your directory if it is sold. What sales outlets will you use? Will they cover your target groups efficiently? Estimating the number to be printed becomes very tricky, and vital: a low number pushes up the price; a high number raises the risk of unsold copies. If you sell out, can you afford to re-print? Do you fix a high price, so that selling half the edition will finance all copies? Then, will it sell at all?

(c) I WILL RECOMMEND GIVING AND DELIVERING the publication. This has many social and business advantages and is the best informing procedure.

The quantity to be printed is known, and the circulation is guaranteed. This is very important for obtaining advertising or sponsorship. If the project is *prepaid* in this way, your financial worries can cease before you go to press, because you can accurately estimate all expenditure and income items.

Apart from these management advantages, I believe that giving and delivering best fulfills the three aims outlined above.

TOWN OF CANNING

LOCAL INFORMATION DIRECTORY

Clubs and Societies, Artists and Craftsmen, Council Services, Church Organisations, Cultural Groups, Kindergartens, Schools and Halls, Social Welfare Organisations, Parks and Reserves, Justices of the Peace, etc.

EXAMPLE OF DIRECTORY COVER

Original was 27 x 22 cm, black on white. Published 1977 by the Town Council (W.A.). No printing details given

3. THE SCOPE OF YOUR DIRECTORY'S CONTENTS

How wide-ranging are your users' needs or possible interests, and how far can you go to meet them? The possibilities are immense. For example . . . basic facilities and services, welfare (broadly), interests (broadly), streets or tourism or travel, businesses, a descriptive profile of the local community, agencies elsewhere, facilities lacking, and presentation in languages other than English. Each of these is considered briefly below. In deciding what to include or exclude, you should expressly apply priorities, referring to needs and to your aims. You can draw on relevant experience of users and providers of information.

(a) THE BASIC AND EMERGENCY SERVICES

You might call this a guide for new residents, but it can be a source of ready reference for all visitors and all residents regardless of their time in your area. The following checklist is suggested as a guide:

Airlines, Ambulance, Art Gallery, Baby Health Centres, Baby Sitting, Bread Buses, Caravan Parks, Chemist, Churches, Community Diary, Councils (Local Government), Electricity, Employment, Fire Station, Garbage, Gas, Hospitals, Housekeepers (Emergency), Information (of various kinds), Kindergartens, Library, Milk, N.R.M.A., Play Groups, Police, Schools, Sewers/Sanitary, Social Activities Guide, Social Worker, Taxis, Tourism, Trains, Vaccinations Water, Welcome-to-town Group.

Perhaps emergency numbers could be repeated in bold type prominently elsewhere . . .

Possibly space could be left to insert the names and numbers of the user's doctor, dentist, pharmacy . . .

Maybe you have a LIFELINE or CRISIS COUNSELLING . . .

Should you include newsagents' zones, telephone service enquiries and faults, locations of public phones . . .

If you do treat this as a section, remember that there will be other sections to follow. The information in this section can be unified with any other sections by an index. Otherwise this basic information can be presented with all other entries, with no classification or sections.

(b) "WELFARE" RESOURCES AND "INTEREST" GROUPS

The broad categories of "welfare" and "interests" are generally the largest part of a community's directory. Welfare is used broadly here, as any form of care for well-being, but section headings can be touchy here. Possible users of services could be discouraged by an inappropriate title.

For example, "HELPING HANDS", a friendly little non-partisan neighbourhood co-operative, when listed under PARA-MEDICAL AND SOCIAL WELFARE INSTITUTIONS gets overtones of *GENERAL HOSPITAL* or *BIG GOVERNMENT*, and may consequently get few enquiries or volunteers.

EXAMPLE OF DIRECTORY COVER

Original was 29 x 21 cm., full colour photos and spot colour for cartoons and ground. Published 1978 by City Library (N.S.W.). Printed web offset by Conpress (Sydney).

The following categories within these areas are not perfect but may provide a few ideas for your searching and for presentation in print.

SERVICE ORGANISATIONS IN THE COMMUNITY, BOTH VOLUNTARY AND GOVERNMENT AGENCIES - or more simply COMMUNITY SERVICES

- *General service organisations
- *The service clubs
- *Media
- *Homes, hospices, hospitals, hostels, refuges and shelters
- *Local community or progress groups
- *Auxiliaries or support groups
- *Church or religious groups
- *Organisations established for special health or welfare needs
- *Child care or minding
- *Educational - colleges & schools
- *Further government or similar services

RECREATIONAL, SPORTING, CULTURAL, SOCIAL, AND DEVELOPMENTAL GROUPS IN THE COMMUNITY - or more simply, INTEREST GROUPS

- *General cultural interests
- *Business, Professional, Trade, & employment groups
- *Indoor sports
- *Outdoor sports
- *Social and self-development groups
- *Political groups
- *Licensed clubs
- *Educational - Adult or continuing
- *Theatrical, musical, dance
- *Arts & crafts, hobbies, games, pets

Apart from putting the two GENERALS first and the FURTHER last, the order above is quite random - in fact their order could be determined by the practicalities of fitting copy to pages and layout. An index can be used to pull related or similar organisations together. Resist the costly temptation of repeated entries and cross-references which chase their own tails.

(c) STREET MAPS AND SIMILAR MATERIALS

Maps for the urban area(s) of your community, or a map of the surrounding district, could be a key ingredient OR could be entirely unnecessary. You will need to exercise well informed judgement here. Three classes are proposed for consideration: urban street maps, zone plans for key areas within the town, district maps of highways and minor roads. Criteria for your choice are suggested including real cost, impact, and specific local need.

THE STREET DIRECTORY. A street map, with streets indexed by grid to the map, public facilities selectively grid indexed and possibly marked by number code or symbol on the map . . .

THE KEY-ZONE MAP. A larger scale map of a particular locality within your area such as a central business district, a college or university campus, a community centre complex, a hospital . . .

THE DISTRICT MAP. A smaller scale map showing transport routes to adjoining communities or places of interest, possibly with touring hints, certainly with a scale (Km), with bus routes or railways perhaps . . .

THE REAL COSTS including printing, space and time spent in securing suitable materials (and adapting them) are a major factor to be considered. However, one of these maps may be the most used feature of your publication . . .

THE IMPACT can be expressed in user terms, or as the subjective view of sponsors - *"This at least will be useful . . . Place my advert. there".*

UNFULFILLED NEEDS? In a metropolitan area, a full city street directory may already be in nearly every car and household - an essential tool of survival. Yet there may be a need for a simpler public transport route map or a true neighbourhood map with halls, play centres, etc.

ARE EXISTING DIRECTORIES GOOD ENOUGH FOR YOUR COMMUNITY - full, current, relevant, and in hand for all?

(d) A BUSINESS DIRECTORY? TRADES? PROFESSIONS?
A local business index is another case of juggling or judgement: what is needed for the potential users? What is available? What seems possible? What might local businessmen want? What is the effect on your project's income?

Then where does one draw the excluding line or dividing lines. Should the following, and many other categories, have free entries or should they pay?

fruitologists - paperhangers - plumbers - carriers - architects - chiropractors - hypnotherapists - chiropodists - gurus - boarding kennels - etc.

CAN YOU AFFIX PRIORITIES IN TERMS OF USERS' NEEDS FOR A READY REFERENCE TO LOCAL SERVICE PROVISION?

Once again the metropolitan vs other places distinction may arise, but generally there is some local business solidarity and some convenience or advantage for the client in shopping locally.

Are the commonly available guides manageable? Are they thorough and current for your area? How extensive would a professional &/or trade &/or business listing be? Can you afford space and time? Is your local Chamber of Commerce prepared to solidly back such an inclusion? Would it compile and finance this part? Would such a listing possibly prejudice your sales of advertising?

It is worth remembering that existing business directories take money out of your community. Excepting the telephone directory their circulation is very limited - and how many people can use the modern telephone book unaided?

The appeal of a local directory should be quite strong if its circulation is wide - although wholesalers, manufacturers, and specialists look to a market larger than the local community.

To assess the scale of such a section I suggest:

- *asking your Council or Chamber of Commerce about numbers of businesses, trades, professionals, and/or
- *checking through a commercial directory for numbers of relevant headings and entries, and/or
- *sampling the number of relevant headings and entries in the telephone book (non-white pages).

Now try to assign a PRIORITY to this information section relative to other user needs.

(e) A PROFILE OF YOUR LOCALITY AND PERHAPS LOCAL TOURING

Much could be said about your area. What do people seek to know? What might they like to know if they knew that they could get the answer? What would you like to tell them that they may never have been told before?

FOR A PROFILE, the following checklist is a sampling of possibilities:

- *situation, elevation, population, area characteristics
- *origins of settlement, the previous inhabitants if known, the name's significance
- *a selective chronology ("potted history") with significant or notorious events, & historical monuments
- *temperatures and rainfall - averages, max. & min. in each month
- *some census statistics - suburban populations, building activity, national origins . . .
- *cultural, educational, leisure facilities
- *parks, gardens, sports grounds
- *health services
- *principal industries or occupations
- *local government "keys" - factors to assist the resident to understand the workings of his/her "nearest but not dearest" level of government

Other publications may provide some of this information. Portions of the community will be interested in different parts. Your judgement of priorities is needed.

Fundamentally such a section is a type of informal education for citizenship, to develop community self-awareness and identity.

FOR LOCAL TOURING, the following guidelines or criteria are suggested:

- *places of interest - scenic, historical, architectural
- *animal parks, botanical gardens
- *transport & media - communications
- *industrial and manufacturing areas, mining or farming

The places to visit could suit day tours, a Sunday afternoon walk or drive or a family/class excursion. They could be informative about the life in and about your community, or an escape into a new and different world.

For such entries it is wise to consider:

(i) any arrangement or cost for using or inspecting
(ii) seasonal factors, restrictions on hours or days
(iii) distances from the centre

An adjoining map (with grid references?) would be useful for out-of-town jaunts.

(f) TRAVEL INFORMATION

It could be very useful to supply information about the public transport systems available in your area or connecting your area to others. The same may be true of various commercial carriers, parcel or freight services.

Here may I offer a word of caution. The transport routes and especially schedules can be subject to sudden changes that would leave an annual booklet's listing sadly misleading.

My own preference is to provide (among "basic" services) a reliable contact from which today's information can be obtained. The negative effect of dated guides could seriously detract from positive achievements elsewhere.

PROFILE OF THE CITY

SITUATION OF THE CITY

Wagga Wagga is distant 515km by rail from Sydney and 432km from Melbourne on the main southern railway line. It is 186.8m above sea level and situated on the Sturt Highway, which joins the Hume Highway 44Km distant. It is the junction of the Sturt Highway and the Trunk road known as the "Olympic Way", which enables travellers by road to proceed to and from Sydney via Cootamundra, Cowra, Bathurst and the Blue Mountains area, instead of travelling via the Hume Highway through Gundagai, Yass and Goulburn.
The City at 13 August, 1914, had a population of 32,980 and 10,181 dwellings within the city limits.
The official census statistics indicate that over a quarter of a million people were residing within a radius of approximately 160km of Wagga Wagga 30th June, 1971.
Recognised as the capital of the rich pastural and agricultural district of the Riverina, Wagga Wagga is one of the largest provincial business centres in New South Wales, having at its command many primary and secondary industries.

THE WIRADJURI

(wi'RAD,JURI) were one of the largest tribal groupings in Australia (97,100 square km). Their land stretched from Bathurst to Booligal, from Mudgee to Albury, and despite the large occupied area and some differences in dialect tribal coherence was maintained by a cycle of ceremonies that moved in a ring around the whole tribal area.

SETTLEMENT OF THE CITY AREA

In December, 1829, the party colonists first sighted the land on which the flourishing City of Wagga Wagga now stands. The persons thus privileged consisted of Captain Charles Sturt, 39th Regiment, mentioned in Sydney; Mr. George Macleay and six others. This party passed over the site of the future Wagga Wagga on its expedition of discovery down the Murrumbidgee and Murray Rivers. Settlement swiftly followed. Wagga Wagga was proclaimed a town in 1849 and in the same year Surveyor Thomas Townsend marked out the town. In the 1860's the population totalled approximately 700, but by 1881 it had increased to 3,975. In 1879 the railway line was extended south of the river.

CITY EMBLEM AND MOTTO

The armorial bearings of the city were granted by Letters Patent on 19 Nov. 1965, based on arms granted to Anthony Sturt, an alderman of London, in 1881.

SHIELD: The gold band on green is from the arms of Captain Charles Sturt, discoverer of the area. The blue wave represents the Murrumbidgee River. The wheat stalks, arranged like the letters WW, and Merino ram's head are for the principal industries.

CREST: The mural crown represents a civic community. The eight leaves of the River Red Gum tree, arranged like the letters WW, stand in front of the caduceus of Mercury, God of Commerce.

SUPPORTERS: The crows, taken from the former seal, recall the meaning of the City's name ("Place of Many Crows"). They wear distinguishing collars in the form of a W and stand on a base of grass dry dad by water, representing the building of the City on either side of the river.

THE MOTTO: "FORWARD IN FAITH" was selected by the Council as a result of a public competition. This motto, the winning entry, was submitted by Mrs. Bette Carlin, of Belmore, N.S.W.

FLORAL EMBLEM of the City is a gold or yellow rose. (A rose argent is a feature of the Sturt Arms.)

OFFICIAL COLOURS, based primarily on the Coat of Arms, are GREEN (to signify pastural), GOLD (to signify prosperity), and BLACK (to signify industry, and recall the crows).

The CITY FLAG is a simple square, bearing the Arms.

EXAMPLE OF DIRECTORY COPY

A descriptive section, using full colour photographic material. (Wagga, 1978)

(g) AGENCIES IN OTHER PLACES

Depending on your community's size and location, it may be relevant to list some services though their head office, regional bureau, or sole office is in another place.

In a metropolitan suburb the squash courts colsest to half its population may be in the next suburb or local government area. There may be no branch office of a given government department nearby, but the head office could be quite accessible.

In a country town, the distance to a regional centre may be no burden because your citizens go there frequently for shopping, medical care, markets, etc.

This is yet another area for editorial discretion. Perhaps your service and publication will grow into some of these things gradually.

(h) THINGS LACKING: AS KITE-FLYING OR MID-WIFERY?

There are arguments in favour of directories' including entries for services and interest groups that do not exist. You may call this kite-flying (to assess viability) or mid-wifery (to assist in establishing a group).

Such entries can be quite easily handled by channeling possible enquiries to your information agency or to an interested and willing member of the public. Bridge clubs, community-access radio, kite-building classes, and home birth associations can emerge this way.

I do not recommend "offering" such baits where no interest or likelihood has been shown among local people, or where the suggestion is critical of existing arrangements. That, I suggest, is the equivalent of censorship or judgment . . . Is it?

The trial or experimental basis of these entries should be very clearly stated.

(i) LANGUAGES OTHER THAN ENGLISH

You can assess the numbers of first-generation recent immigrants whose native language is not English ("migrants" for short) quite easily from a census. In some of these groups both sexes quickly command English. Other national groups do not. There are two implications.

Apart from translating emergency information in the published version, you may need a live interpreter system. This will require careful planning of your back-up system, including well-briefed alternative contacts for each relevant language. For a sample back up system, see Appendix two.

Your multi-lingual introduction could therefore list *Police, Fire, Ambulance, Hospitals and "INFORMATION IN YOUR OWN LANGUAGE".*

Alternatively, this type of short-listing could be better published (or also published) as a multi-lingual leaflet placed in all letterboxes, through media announcements (ethnic papers, radio . .), or through posters in key locations (delicatessens, railway stations, factories, post offices, etc) Such forms of publishing might be revised each three months and clearly dated as "valid" from and to fixed dates.

(j) THE "INS AND THE "OUTS"

At first it may seem that money will decide the scope of your directory's contents. Yet, keep your objectives clear. There are many expenditure items that you can juggle before resorting to reduced content . . . not to mention entry size, print size, or a special package deal for advertisers to draw extra cash. Daring will achieve.

Our Wagga Wagga experience may be a good illustration. In 1975 we planned for 96 pages, and retreated to 80, then finally to 64 (A4 size). THEN, the following year we expanded to 96 pages with extra colour, better & larger type, more sections of information, and added graphics. In the third year we ventured to plan for 112 pages, more information - new discoveries and new sections requested - and more colour, with a tourist off-print for sale . . . The economic climate trimmed 16 pages and some of the colour, as well as plans for fuller business coverage, but the information increased where advertising fell short.

Plan and estimate for the desired level, and IF THAT LEVEL IS SUFFICIENTLY AMBITIOUS you will always have enough room to retreat in comfort with no suggestion of defeat.

4. EDITING POLICIES

Two major areas of decision cannot be escaped. How will the entries be listed, and how discovered? How much data should be included, and how much can be?

(a) CLASSIFIED SYSTEM OR ALPHABETICAL LISTING

In discussing contents (immediately above) a number of broad categories and some sub-groups were suggested. These can be treated as classes or sections in presenting the data, and as classifications they pose few problems. The advantages of grouping kindred agencies or activities are simply

- easing access for persons with poorly-defined queries, and
- indicating the range of choice within a field, possible gaps and overlaps.

(b) INDEXING

It is most desirable that entries be indexed. Indexing by name should use only significant terms from that name, and should be supplemented by other key ideas and cross references.

Brief guidelines on indexing a classified directory are contained in APPENDIX THREE.

If you adopt a single list in alphabetical order, it should also be indexed or include full cross-references. These cross references will refer people to "see" (or "see also") headings under which the information is contained.

Brief guidelines on preparing a single alpha-order file or listing are found in APPENDIX FOUR

if a separate index is prepared for the classified form, OR if a single unclassified list is used, I believe there should be some facility for scanning groups/services of each class.

(c) WHAT MAKES AN ENTRY?

THE NAME of the service or organisation is virtually the only inclusion beyond dispute, and all other material should be weighed no only by convenience or cost of production, but chiefly by need or relevance to the publication's purpose.

The name of the organisation may be best arranged by putting the first significant term to the front of the full title: e.g. Wagga Wagga & District HISTORICAL Society, becomes HISTORICAL Society, Wagga Wagga & District . . . so that it will be filed under "H", either within its CLASS or in a single alphabetical list.

How shall a "significant term be defined? Negatively!

Generally geographical and grouping terms are not significant locally:

e.g. South-west Slopes LAW Society
Riverina Branch of the New South Wales RED Cross . . .
Gregadoo RURAL Youth
Murrumbidgee TURF Club
Commonwealth EMPLOYMENT Service (but also C.E.S. indexed)
Department of SOCIAL Security
Association of Riverina CULTURAL Clubs
(and also A.R.C.C. indexed)
School of CLASSICAL Ballet

but judgement suggests that exceptions must arise . . .

e.g. LAKE Albert Progress Association (locally important)
COUNCIL of the City of Wagga Wagga (all the terms are "insignificant")
RIVERINA College of Advanced Education (few people would know to look at "Advanced")

The effect of this "significant term" system is to put kindred groups together (e.g. South Wagga/Kooringal/Central Wagga APEX Clubs) or to assist in finding groups known by their shortened titles (e.g. Wagga Branch of the LIBERAL Party or Wagga Wagga Auxiliary of the MULTIPLE Sclerosis Association of New South Wales) and to avoid uncertain variations of title (e.g. is it the Wagga/Wagga Wagga/Wagga & District/Riverina . . . ? Association/Society/Auxiliary . . . ? Department/Bureau/New South Wales Council of . . . ?)

When creating an entry for a function rather than a named organisation, we advise selecting a precise or more specific name for the function, then treat this as the heading for the MAIN ENTRY. For example

"GRASS cutting"
"TUITION - piano"
"INTERPRETERS - Greek"
"HALLS for hire"
"CARRIERS"

At Your Service | Your City Library

Artist Pals Club 17
Artist Registration Commission 86
Aster Skiing see Ski 14
Aster Supply 43
Aurthur Barclay see Meteorological Dpt. 85
Bowling see Tenpinners 28
Bright Butchers 81
Bright Butchers see Strollers Club 30
Bright Butchers Intermediate 81
Bright Hall Museum 86
Britain-U.K. Group 27, 63
Britain of Children in Hospital 81
Britain of the Handicapped 83
Britain of Retarded Children 81
Britain Officer see Comm. Health C. 75
Britain Services 72, 81
Brody Hunter see Hayes 68
Brody Hunter see "Bluebirds" 69
Brush Board 86
Bunary Alpha Club 30
BRITTAKERS SPEEDO SERVICE 24
Builders Crockett 18
Builders see Laurel Club 77
Building & Construction 5
Building (Nat. Parks &) 85
Bullen Farrer Hotel Soc. Club 22
Bulline Park Riding School 14
BULLS W D & H D (AUST) 9
Buses see Serendipity Club 30
Butterby Singers 27
Button Graduates 22
Button's Assoc. see Country W A 65
Button's Assoc. RAAF 65
Button's Assc. Base Hospital 68
Button's Assc. Calvary Hospital 68
Button's Assc. of RSL 68
Button's Electoral Lobby 23
Button's Fellowship C. of Christ 70
Button's Refuge 68
Buttonland Workshop 27
Buttonpowers United Farmers & 6
Buttons Educ. Assoc. 25
Works Dept. Public 86
WorldBook 61
Writers Circle 30
Writers Workshop Creative 28
Wu-Su Karate Academy 9
Yoga 22
Yoga for Asthmatics 67
Young Adults, see Research 66
Young Labor Assoc. 23
Young Liberals 23
Youth Advisory Service 81
Youth & Community Services 81 86
Youth (Centre of) 18
Youth Council 86
Youth & Education, Theatre of 27
Youth for Christ 72
Youth Hostels Assoc. 22
Youth Worker 81
Yvonne O' grove School of Dancing 27
ZEBRA CLUB MOTEL 19
ZEBRA PARK MOTEL 57

EXAMPLE OF DIRECTORY COVER

Back cover carries over-flow of index, in same format as used for index inside. (Wagga, 1978).

CONTACTS: phone and postal

Given the frequent changing of honorary office bearers in all seasons, preference may be given to stable contacts. A personal name is desirable A telephone number allows quick contact or tentative enquiries for the shy or uncertain.

Most organisations will have some well-established members who are familiar with the group and its functions, who will be pleased to act as a point of referral for enquiries. An official postal/street address for the organisation is useful, but a personal phone contact is also desirable for the enquirer's convenience, if possible.

OUTLINE OF OBJECTIVES, AIMS, ACTIVITIES.

This guide to the services or activities is possibly best as a self-portrait that is, a descriptive summary drafted by the group (for you to edit). It could include any restrictions on membership or usage, such as *only non-white women under 18 years.*

A compact description of the organisation's purpose or activities may be quite a challenge, particularly as the organisations are very varied:
e.g. Bridge Club (card game)
Council of the City of Wagga Wagga
Uniting Church in Australia
Australian Broadcasting Commission
Department of Labour and Industry (N.S.W.)

It is suggested that reference may sometimes be made from the card file entry & published list to "additional information available in the Library's pamphlet file under XYZ" - where the information is useful but too much for a filing card or directory entry.

COMMENT OR ASSESSMENT?

Although this has been suggested by some citizens (and I should add "very few") I feel that generally it is improper and bad politics to enter into judgements. This also implies impartial treatment of various entries, and is assisted by the self-portrait approach to the outline, as suggested above.

Brevity is of great importance to the budget. However, the use of odd grammar, any home-made shorthand, abbreviations, symbols, etc. should be very carefully evaluated in terms of your target group and their likely capacity to handle such expedients. Words need to be chosen carefully for clarity and economy. AND your entry system should be explained in the directory publication itself - for all to see.

HOW THIS INDEX WORKS . . .

THIS INDEX IS ARRANGED ALPHABETICALLY
by the first word of each entry

THE INDEX GIVES PAGE NUMBERS for
- each service or interest group listed in the classified sections of this directory,
- each professional, trade, or business service which is advertised in this book; and
- each classification as a collection of services/groups

EACH ADVERTISED SERVICE is listed under
- one or more classified headings agreed by the advertiser, and
- the proper name of the business advertised.

EACH COMMUNITY SERVICE or INTEREST GROUP is listed under
- all significant or key words in its proper name (NOT geographical terms like **Wagga**, **Riverina**, etc. AND NOT terms equivalent to **group**, **society**, **service**, etc. - ALTHOUGH exceptions have been made...)
- any subject terms or key ideas in activities/objectives which appear useful for an enquirer (always trying to be reasonable & helpful in our subjective selection of terms ...)

HOW THE CLASSIFIED LISTS WORK . . .

COMMUNITY SERVICES & INTEREST GROUPS have each been divided into TEN CLASSES (20 SECTIONS IN ALL) according to the main objective of the service/group. The purpose of this classification is to bring together in one place all groups with broadly similar related aims. Within each classified section, entries are listed alphabetically by the first significant or key word in the proper name of the service group. (This word is printed in CAPITALS.)

HOW THE ENTRIES WORK . . .

EACH ENTRY INCLUDES THE FOLLOWING ELEMENTS (unless discretion, ignorance, economy, or error has caused an omission)
- proper name, sometimes abbreviated, re-arranged to make the first significant term the first term
- description of aims and or activities, very briefly, based on the group's own self definition
- contacts - these names (plus address/phone) will frequently (not be honorary office bearers or chief executives. They are intended to be stable and accessible contacts for enquiries.

HOW TO GET INFORMATION WHEN THIS SYSTEM FAILS YOU . . .

FOR DIRECTORY ASSISTANCE or OTHER INFORMATION, PHONE COMMUNITY INFORMATION on 21 1053.
This service is manned, at No. 4, The Esplanade, by volunteers from 10.00 am to 4.00 pm on weekdays. "Live" service is offered by phone (on 21 1053) between 8.00 am and 8.00 pm weekdays, and from 9.00 am to 12.00 noon Saturdays in co-operation with the City Library.

At other times you can phone 21 1053 where either the **Answaboo** will record your question, to be answered when the office re-opens. OR the **Answaboo** will supply "after hours" numbers for urgent information needs.

SAMPLE EXPLANATION OF INDEX, CLASSES, ENTRIES, & BACK-UP

I believe it is wise to tell your users, in a quick summary, how the directory works . . . and by all means remind them of your back-up services frequently.

5. BACK-UP SYSTEM

As the information conveyed in any published directory is necessarily limited in depth, in scope, and by a date of publishing, provision of some back-up system is a most important policy to be determined. This is also the beginning of your next publication.

(a) A FILING SYSTEM

To manage "live" information requires a flexible entry system - whether ring binders, unit cards, binary system cards, or computer programming.

Each file entry should be arranged so that type for printing can be set directly from it. Transcribing and an extra step of proof reading are thus saved. Space should be allowed for comments or cautions (not for publication), and for new and changed contacts.

ALL ENTRIES OR AMENDMENTS SHOULD BE ENDORSED with source of information, date, and initials of the person making the entry.

It may be desirable to maintain your files in the same order as your published entries - whether main entry or index entries. In that way, your files are always ready for reference or typesetting . . . you can jump from publication to card file directly.

It is essential that anyone who modifies entries knows the policies, and essential that all users know how the file is arranged.

(b) SYSTEMATIC DATA GATHERING

Beginning your files, maintaining their currency, or expanding their scope should be a systematic, continuous process of monitoring all the media and informal networks to which your team has access.

MEDIA. Beyond newspapers, radio and television, you might ask to join the mailing lists for local club newsletters, departmental journals, gallery notices, sports fixture programmes, etc. according to the needs you see. You may find the printed and duplicated items in your local library. You will soon locate the local "bill boards" in a shopping mall, branch library, butcher's window . . .

NETWORKS. The paid/voluntary staff members of your agency, and their friends, provide access to numerous organisations or give clues to services. These informal contacts nearly always have more information to impart than they realise. Be prepared to listen for a few minutes more, avoiding gossip but drawing out the contact clues. Networks can work in the manner of a chain letter: one contact gives two leads, from which you get five clues, from which arise seven tips, etc.

BUT ALL DATA THAT IS TO BE OFFERED AS INFORMATION TO AN ENQUIRER SHOULD BE VERIFIED AND NOT HEARSAY.

REVIEW CYCLE. It is very desirable, if time and funds allow, to set up a cycle of data checking that is complete and frequent - and preferably by phone or by person. Circular letters are more costly (apart from time) and much less likely to get a reply. They also are not as full in the information they elicit.

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Fitzmaurice St., Opposite Courthouse.

EXAMPLE OF DIRECTORY COPY 28

(c) AGENCIES AND CO-OPERATION

Numerous agencies already exist to coordinate some activities and information for various purposes: try to help coordination.

Community information services (or citizens advice bureaux), public libraries, and social workers all have informing and referring as one of their principal functions. There is no valid reason for their refusing to cooperate and no acceptable reason for demarcation disputes. There is every good reason for close liaison, joint planning, and regular exchange of information.

Some central information functions are performed by sports councils, news gathering offices, government departments, medical personnel, churches, chambers of commerce, tourist agencies, professional associations, etc.

The task of tapping these resources can be shared by cooperating agencies. Perhaps joint operation can extend to arrangements for seven days service each week, for after-hours service, backing up the printed publication.

Your published directory should indicate what back-up service you offer, and your intentions for new editions or supplements.

Appendix Two has some further suggestions for this "live" service

6. SUMMARY OF AIMS AND OBJECTIVES.

Once the generalised goals of giving information, of community development, and of public relations, have been clarified in relation to your publishing proposal, you can tackle policies for practical action.

As outlined above, these policies would include:

- *number circulated, which is tied inevitably to funding
- *scope of your directory's contents
- *editorial policy for effectiveness and economy
- *back-up and follow-up procedures

It is strongly recommended that these be WRITTEN, though quite simply in note form. Begin your directory business file with those policy sheets or resolutions. Make it a properly secure file - SPIKE IT!

Hopefully, at this point, you still have enthusiasm and your imagination is well ahead of policies. Visions of printed pages, of cartoon graphics, of sponsors cheques, of technicolour covers, . . . and visions of the satisfied smiles of well-informed users. Now begins the planning in detail.

Lamp & Crow
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STEAK CAVE & BISTRO
HOSTS: Dick and Lorraine Shorten
158 Fitzmaurice Street
Wagga Wagga (21-4133)
Hours:
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DINNER: Mon.-Sat. 6.00-10.00 p.m.
Private Functions Catered for
Smorgasborde our Specialty
The Lamp & Crow's
The Place to Go

COMMUNITY SERVICES

JUSTICES OF THE PEACE
The following J.P.s are grouped by location or "sub-urb" broadly. The list was compiled from the local official register. It may not be completely up-to-date, as J.P.s will have moved to Wagga after being sworn in. Please advise any omissions or changed addresses to Community Information 21 1053

Areas used are ASHMONT CENTRAL WAGGA GUMLY GUMLY KOORINGAL LAKE ALBERT OURA MOUNT AUSTIN NORTH WAGGA SAN ISIDORE RCAE SOUTH CENTRAL TOLLAND TURVEY PARK.

ASHMONT
Paul Joseph Donohoe, 12 Montgomery St. 25 1441
Gael Lorraine Forster, 41 Bulolo St.
Arthur Hand, 1 Binda Place 25 1428

CENTRAL WAGGA
Brian L Andrews, C/- Wagga City Council
Graeme William Armstrong, 18 Hill St. 25 1347
Tom Berrigan, Berrigan's Shoe Store, Fitzmaurice St. 21 2224
Timothy Francis Brennan, 30 Fitzharding St.
Lesley Dawn Cope, 45 Spring St.
Mr (Tony) A R Dominguez, 59 Gurwood St. 21 4089
Christopher Peter Gallagher, C/- Wagga City Council
Michael Georgiou, 236 Baylis St. 21 2916
John Harding, Dep't Sport & Recreation, 88 Fitzmaurice St bus. hrs 21 1944
Alan James Caldwell Higman, 57 Fox St.
Raymond Dudley Hill, C/- Wagga City Council
Mr D Hudson, RSL Perm. Bldg Soc., 138 Baylis St bus. hrs 21 1328

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21-4518
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If you are in the Tumut area, phone Tumut 813 (after hours 672) or call at the plant in Old Cemetery Rd.
These are Divisions of
THE READYMIX GROUP (N.S.W.)

EXAMPLE OF DIRECTORY COPY

Editorial page, using spot colour highlights. (Wagga, 1978)

PART B. PLANNING IN DETAIL

7. GENERAL OUTLINE

Three broad areas of planning are treated - namely MANPOWER, PRODUCTION, & COSTING. Some of this section is concerned with technical matters and accounts/budgeting which may be strange to you. However, remember that you have skilled people to call on when you need their advice.
USE YOUR PRINTERS, LIBRARIANS, SALESMEN, AND SOCIAL WORKERS They have some useful skills. Appeal to their pride. They should be eager to help.

8. ORGANISING MANPOWER

When organising manpower, specific objectives should be set clearly: specific tasks and criteria for selected people. These targets deserve realistic assessment, recalling the need for one key person as project coordinator. By all means delegate responsibilities, BUT in fairness to all who are involved, let these responsibilities be clearly defined, mutually agreed and truly understood.

One of the greatest satisfactions in our Wagga Wagga experience, and probably the most important for our future services, has been the way young team members have enthusiastically tackled and mastered large lumps of the local project. They had no formal qualifications beyond schooling (4th or 6th form), no information or business training, with short work (& library) experience, and no prior commercial experience. Without their thought, energy, and responsible dedication, the project would never have been launched and must certainly have sunk. Their ideas and initiatives have been constructive in planning and in reviewing. The informal meeting for pooling ideas ("flying kites") and building confidence through familiarity with projects is a vital ingredient.

(a) DATA GATHERING

Who can do it? The procedures are not complex, but call for practical common-sense, imagination, methodical treatment, and conscientious application. The project's nature also demands constant co-ordination.

These workers will have several natural allies: public libraries, information centres or citizens advice/aid bureaux, social workers, councils for social development or community development officers, tourist bureaux, media and journalists, government enquiry offices, etc. - where such agencies exist. Make it plain that cooperation is your chosen means: information and referral are your common goals. There is no room for jealousy. Sources are virtually endless.

You can seek access to the established files of the above agencies, use current radio, television or press announcements, observe advertisements too . . . Listen to friends, approach key people or *activists*, umbrella or coordinating groups, telephone books and other types of directories. Even directories of other areas offer clues to what might be here or be needed. Managers of licenced clubs, public notice boards, shop window posters . . It may also be wise to publish (by paid advertisement or by bill poster publicly) your preliminary list for publication. At least with the first edition, this provides you with defence against those who may be overlooked, and who may resent being omitted.

All data received indirectly must be checked. Wrong numbers and "dodo" societies are bad news. A phone call can clear nearly all second-hand information.

All data received must be carefully controlled according to predetermined entry and indexing rules (see Section 4 above and Appendix Three or Four). If rules are not set out and used, the data will be lost again and useless.

(b) ADVERTISING SALES

Whatever the form of funding, this selling role exists.

If you decide against displaying advertisements, whenever the term *advertising* appears, you can read *patronage* or *subscription* or *subsidy*. For any form of funding, your project requires selling of the concept or justification for the funding. *PERSONALLY, I like advertising material for its information value, its visual variety, and its business-like* "GOOD OLD FREE ENTERPRISE" *flavour.*

Salesmen might be obtained on voluntary, contract or commission basis

The payment issue is one to be resolved early and to be clearly agreed. An incentive system is my own preference - payment being dependent on results. Payment by the hour would be quite unmanageable.

Added attractiveness can be achieved for your advertising offer by recruiting some quest entrant(s) or service club members as salesmen, with their beneficiary charities receiving the commission. Alert unemployeds could greatly benefit by the experience and the business contacts.

32

YOU are invited ...

TO ADVERTISE YOUR SERVICES AND PRODUCTS DAILY
TO EVERY HOUSEHOLD & BUSINESS IN THE AREA...
THROUGH THE

Wagga Wagga

Community Directory

15,000 COPIES **'77** DELIVERED SEPTEMBER

For 1977 we offer

- more information and everything revised
- more colour, full coverage of the district and very attractive advertising rates.

WHAT IS THIS DIRECTORY

LAYOUT GUIDE - ACTUAL SIZES

OUR TERMS OF ADVERTISING IN 1977

EXAMPLE OF AN ADVERTISING PROSPECTUS

Printed by a duplicator on 2 foolscap sheets, which were then folded off-centre, and stapled to provide a thumb index to the information required.

WAGGA WAGGA COMMUNITY DIRECTORY 1979

As an authorised agent of .....
(Business Name)

at .....
(Business Address)

.....

I wish to place a firm order for advertising space in the 1979 Wagga Wagga Community Directory as follows:

SIZE	FORMAT	CM WIDE	X	CM HIGH	COLOUR
Full Half Quarter Eighth	Vert. Horiz.		x		Full Spot Mono

The advised terms of this advertisement are according to the prospectus supplied, and the Trade Practices Act - see notice on reverse side.

Business index entries desired are:

.....

.....

.....

.....

NEW COPY / REPEAT ADVERT / SPOT COLOUR CHOICE .....

Placing preferred (relative to editorial copy) near .....

.....

I will deliver copy to the City Library by 1st August, 1979.

Date: / / 1979 Signed: .....
(City Council's official invoice will be forwarded in due course)

EXAMPLE OF AN ADVERTISING ORDER FORM

Briefing should be complete. This work is very important, not only for the revenue. Your salesman is your public relations officer with an influential part of your community. Your salesmen should also gather information.

Your agents in the field must appear to know (and actually know) the range of contents, the production factors, and the project's purposes. In perhaps half their sales, they will be asked for advice on form or contents for the advertisement to be placed. Be prepared, then keep in contact.

Good tools must be provided for the salesman: a tidy prospectus, with all the relevant facts and figures (see example at page 33), an explicit order form that is easy to use on the street, layout details for the salesman's reference, and a manual with illustrations to suggest the display possibilities.

Forms and presentation, well prepared, greatly simplify the whole operation. A good sales kit reminds your agent of each step required. A regular filing system means that all data is captured and always ready to hand. Some examples of forms are shown at pages 33 & 34 . These are not perfect, but they have worked. They are quite inexpensive. Adapt and improve to meet your own needs.

Duties of the sales people should be very clearly set.
These duties may include initial contacts by phone, or by supplied letter; keeping appointments; obtaining signed orders; collecting copy; recording each stage of the sales process (see sales record sample at pages 36 - 37 These records and clear steps are the basis of your accounts and YOUR FUTURE DEALINGS.

The project coordinator must be prepared to follow the briefing with consultations and motivation sessions. If you offer choice in placing the display advertisements, the space used/available must be monitored closely.

Sales timing and deadlines in my experience cannot be exact with a project that is a labour of love and not a sole employment. Deadlines are a target. Sales completed come in bursts. Some copy always seems to lag behind.

Despatching your accounts should follow "going to press" - in case of mishaps. This issuing of accounts should also be directly supervised by the coordinator for exactness - accounts matching the precise service rendered.

CARDS FOR ADVERTISING SALES RECORD

THE BASIC CARD : Patent card system for sorting with a knitting needle when the appropriate holes are notched. They are supplied ready punched with lines and alpha/numeric codes printed on the edges. The example here has been over-printed both sides for sales data, with a guide to use of the edge-notch codes. Original 8 x 5 inches. (Sands & McDougall "Invicta" Sorter Card, type 4150)

36

Space Size	1977	1978	1979	1980	1981	1982
Colour						
Basic Size Cost						
Adv. Disc.						
No Set Disc.						
Sub-Total						
Colour						
Extra Index Entry						
Sub-Total						
Final Total						
Init. & Date Each Entry Below:						
Agreed to Buy	2	12	22	32	42	52
Signed Order	3	13	23	33	43	53
In-texing Agreed	4	14	24	34	44	54
Copy Received	5	15	25	35	45	55
Copy Despatched	6	16	26	36	46	56
Proof Notified	7	17	27	37	47	57
Invoice	8	18	28	38	48	58

CARDS FOR ADVERTISING SALES RECORD

FRONT: Business name (punch A - Z holes); person contacted; record of approaches; brief summary of any previous sales for quick reference; index entries required; etc.

BACK: Detailed calculation of cost (from basic price, plus extras, minus discounts), with step-by-step record of any sale achieved. Notching allows cards to be sorted by stage of sale.

37

(c) PUTTING IT ALL TOGETHER

The data, advertising, and editing teams need a coordinator, who also liaises with the specialists and consultants. This is the EDITOR.

Data gathering needs to be assisted sometimes with hints or reminders, tactfully. Advertising sales need to be slotted into space and colour frameworks. Editing procedures will require advice or decisions to ensure that policies and coverage are achieved with clarity. If used, printers, photographers, artists, or other specialists need to be consulted by someone with the TOTAL project in mind. However, I am not advocating despotism, but rather real delegation within a team of which the coordinator is the captain coach.

The Editor's first major task is estimating space and costs. Don't give up. This is not nearly as bad [illegible] sounds. There are sufficient choices to allow plenty of room [illegible]ting into a budget and allow a reasonable advertising price. The Editor can stimulate - without obviously riding a hobby horse. Obvious bias is not well received and is ineffective. Editorial discretion allows you to advertise your own agency and your co-workers: that is good for morale, and fun.

(d) MANPOWER SUMMARY & CAUTIONS

Reverting to the opening ideas: your manpower keys are specific tasks and criteria for selected people, a coordinator as the keyring. A good manager offers real responsibility, and uses potential. Allow room for creativity, with firm support and frank advice. Balance control and trust. Match people and tasks carefully.

9. PRODUCTION AND LAYOUT DECISIONS

How do you grasp your users' attention, and help those users to find what information they want?

Layout is more than mere prettiness or economics of printing. Looks may not be everything, but attractiveness and a clear identity bring a publication into use: the cover, the form, the colour and graphics.

Retrieval of information may be greatly affected by page format as well as the "logic" of sections or access tools.

(a) PRINTING OPTIONS
Quality of printing is vital.

Spirit duplication or Gestetner (silk screen) processes should generally not even be considered.

Offset or set-type-and-block printing are needed for quality.

Don't be misled by false economics: it *may* be cheaper to run your booklet on a large web (roll-fed) machine than on a small office offset duplicator. Obtain firm quotations.

If using offset, the "setting" is basically a photographic process. This allows you to type your text (carbon ribbon and golf-ball types preferred) or have it typeset. See examples produced by various machines at page 76.

With photo-typesetting procedures, you can lay out material and proofread before sending anything to the printer

You should find easy summaries of printing processes (and terminology) in your public library's reference section. You can talk to your local printers.

(b) SIZE AND NUMBER AND BINDING OF PAGES
These factors are related.

The standard size of paper sheet can be folded or cut many ways, giving the standard book sizes - as illustrated on pages 76 - 77. Likewise standard width rolls of paper fold economically and trim to trade sizes of booklet or magazine.

Each standard size also implies an economical number of pages - using the whole sheet rather than a part. If a sheet or web of paper through a press offers 16 pages (8 front and 8 back), it is most economical to work in multiples of 16 pages. The cheapest cover and binding will most likely be self-cover and saddle-staple. Self-cover implies a cover of the same paper as the internal pages, as in most magazines. This greatly simplifies assembly, avoids an extra printing process, and requires no heavy and expensive stock. Be realistic about costs, and about likely wear and tear: is a stiff cover really worth losing 6 or 14 pages of editorial or advertising space?

This booklet, inside its (176 g.s.m.) Rippletone side-stitched cover, is a self-cover saddle-stapled booklet of five 16-page sections of Spicers 85 g.s.m. gloss. The cover cost half as much as one 16 page section.

(c) USING COLOUR

Colour allows highlights, attracts readers, and is expected of commercial publications today. Colour printing in its simpler form is quite cheap - but it should be done well.

Examine some weekly and monthly journals at your local newsagent or library - consciously examining use of colour.

Compare black-on-white ("mono"/monochrome) with "spot" colour (one colour or more added) or full photographic colour (by 4 colours).

For reasons of costs and quality, colour printing is usually by web multilith offset process.

Remember, each colour requires a separate impression which might otherwise be the printing of another spread in black on white. Also remember that the other costs are artwork or photographic separations of the colours to make negatives and plates for printing.

If you are interested in colour, contact some of the bigger printers to learn about their processes on the spot, and to get prices.

Appendix six illustrates colour use and layout by examples.

(d) GRAPHICS OR GRAFITTI

Photographs, line drawings, block art, toning or screening, etc. can be very useful - if relevant - to relieve your text or to catch attention.

Cover graphics should be significant. Perhaps a local artist, draftsman, or photographer would cooperate . . . If so, remember that the briefing should be full and clear (see section 8). The Editor must retain control and responsibility.

In a self-supporting directory there may be very little space for "mere pictures". Here the advertising and page headings may supply the graphic relief, because space is crucial money.

(e) PAGE FORMAT

When deciding on columns or full width, "boxes" or continuous text, headings and bylines . . . the main criteria will be ease of reference and scanning, ease of reading, and pleasing appearance. The space available is influential, because of cost.

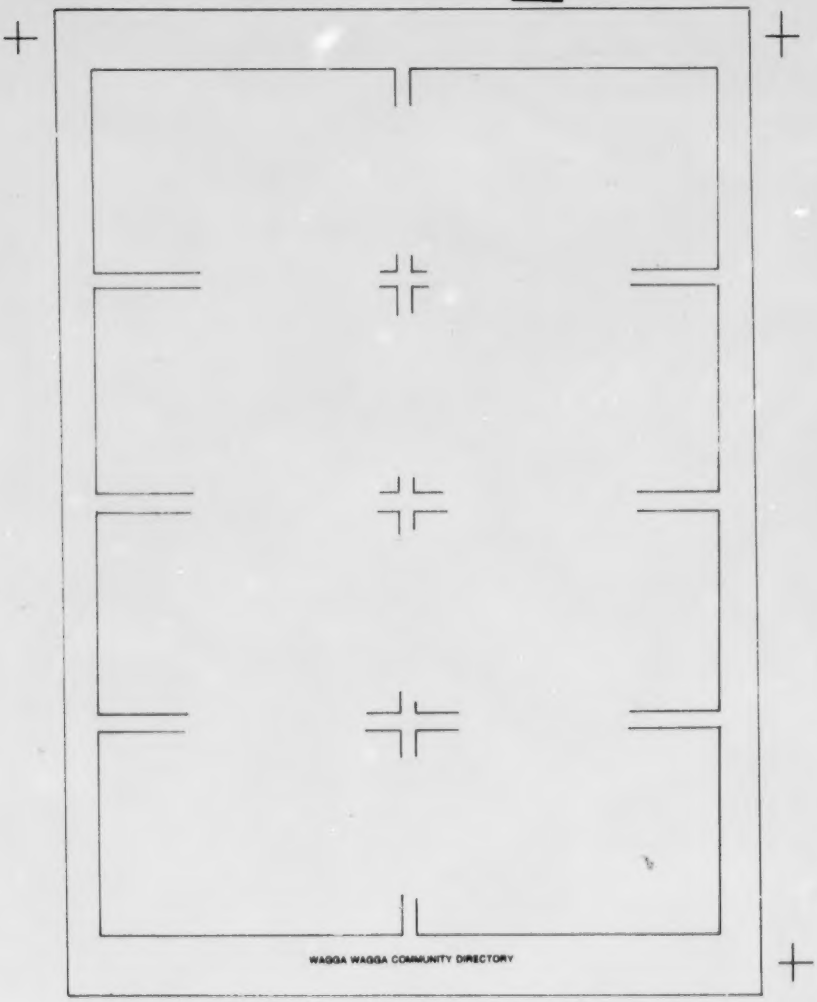
Wide margins with cartoon characters can be very engaging - if your budget allows. In fact, if your budget allows the fee and the space, it is very desirable to retain a designer with technical training. Otherwise, spend some evenings analysing the good and bad points of page formats in magazines, company reports, and art design handbooks.

Think carefully about your proportions of editorial and advertising material. Depending on this balance (overall and in sections) try to leave NO advertisers "in Siberia" - that is, isolated from editorial matter in a double page spread of advertisements.

A printed layout guide or form for mounting copy is a great help. Printed in pale blue it will not be picked up in the photographic process of making offset plates.

PAGE NO.

WAGGA WAGGA
CITY LIBRARY



PAGE NUMBER IN OUTER LOWER CORNER & YEAR OF PUBLICATION IN INNER LOWER CORNER

EXAMPLE OF A COPY LAYOUT GUIDE

Here reduced to 50% of original size, this layout guide was printed in pale blue. Each page of art and set text was assembled on one of these to be "ready for camera", to make negatives for offset printing plates. (See Section 9.e)

EMERGENCY

WHAT TO DO
IN A CRISIS
SITUATION

FIRE —
POLICE —
AMBULANCE DIAL 000

(If immediate Police attendance is required call 862-661 and ask for 994)
Near to you —
POLICE
Ascot Vale — 111 Union Road. Phone: 37 6588
Avondale Heights — Military Road. Phone: 337-6777
Essendon — Lincoln Road. Phone: 379-2279, 379-7682
Moonee Ponds — 68 Alexander Road. Phone: 37 6380, 37-1414
Flemington — 34 Wellington Street. Phone: 33-1891, 33-1364

AMBULANCE
1. ST. JOHN AMBULANCE BRIGADE AT KELLAWAY AVENUE, MOONEE PONDS. Phone: 885-3081.
A voluntary organization for first aid
Provides first aid treatment at sporting events and associated activities
A constructive social and educational outlet for teenagers and adults involved in first aid courses
First Aid Course
CITY —
7 week course, Tuesday and Thursday nights, 6.30 to 9.30 pm (1 night per week) Cost — $8.50
MOONEE PONDS —
14 week course, Monday, Tuesday, Wednesday and Thursday nights, 7.30 to 9.00 pm (1 night per week) Cost — $9.20
Course covers every aspect of PROBLEM/TROUBLE situations — emergency child birth, mouth to mouth resuscitation, fractures, car accidents etc
The Cadet Brigade — open to
all males 16 years and over, called Senior Ambulance
all females 16 years and over, called Senior Nursing
all males under 17 years, called Ambulance Cadets
all females under 16 years, called Nursing Cadets
2. VICTORIAN CIVIL AMBULANCE AT 94 LATROBE STREET, MELBOURNE. PHONE: 662-3533

FIRE BRIGADE
Near you at —
ASCOT VALE — Phone: 37-1108
ESSENDON — Phone: 379-2108/379-2191
A 24 HOUR SERVICE
HOSPITALS
2 sorts
The Public and General Hospitals and the local Private Hospitals.
Most patients go to a Public Hospital because of an acute illness, an acute episode in a chronic illness, or to have a baby. In an emergency situation you would most probably be admitted through Casualty or an Outpatients Clinic.
For this reason in this Emergency Section we will list only the nearby Public Hospitals. See Welfare Section, under Medical for Private Hospitals
1. Essendon and District Memorial Hospital
Chester Street, Moonee Ponds. Phone: 37-6183
2. Sacred Heart Hospital,
Mansfield Road, Maribyrnong. Phone: 39-2971
3. Western General Hospital
Rankin Street, Footscray. Phone: 317-0211
4. Royal Melbourne Hospital
Grattan Street, Parkville. Phone: 347-7111

WATER AND SEWERAGE PROBLEMS
Phone: Melbourne Metropolitan Board of Works. 61 3611

GAS! GAS! GAS!
There are two Gas places you can phone
1. Western Suburbs (Footscray) — Phone: 689-2333. City: 89-3363
Call them in the case of new appliances (they have a showroom)
If you require a meter installed in a new home
If you are changing from electricity to gas
2. Gas and Fuel Corporation of Victoria (Customer Relations) — Phone 63-0351
Call them in the case of —
Service enquiries
Maintenance to appliances
Final readings
Meter Failures
For Assessor enquiries phone Head Office on 63-0361

ELECTRICITY
For information regarding —
outage
accounts
new appliances
Phone City Offices, 239 Flinders Street, Melbourne on 63-0611
Head Office, 15 William Street, Melbourne 613-0433
EMERGENCY AFTER HOURS
PHONE — 63-0611.

DENTAL SERVICES
In an emergency situation phone —
ROYAL DENTAL HOSPITAL
Cnr. Elizabeth Street and Flemington Road. Phone: 347-4222

POISONS INFORMATION
In the case of poisoning or suspected poisoning, or if you want to know if a particular substance is poisonous phone —
Royal Children's Hospital
Flemington Road, Parkville. Phone: 347-5522.

EXAMPLE OF DIRECTORY COPY

Graphics can be eye-catching. Essendon (Vic.) employed an artist for their directory. Published for the Council; paid for out of general rate revenue - no adverts; with heavy paper cover.

INTEREST GROUPS

To find Individual Groups see Index Pages 87 - 95

N.B. The CONTACTS GIVEN are not necessarily chief executive officers or current honorary office bearers: they ARE NAMES/CONTACTS THAT ARE STABLE or ACCESSIBLE CONTACTS FOR ENQUIRIES.

11. General cultural interests

ART Gallery
Located at present in the foyer and reception rooms of the City Council Chambers (Baylis St. at Morrow St.) Permanent collection alternating with varied local/touring exhibitions. An Education Officer is available to introduce groups to major exhibitions, by appointments.
Hon. Director, Mr Alf Morris
Contact through Mrs D Lennon 21 1066

BOOK Groups
Discuss both fiction and factual books, art, music, and theatre with audio visual support materials chosen by members and supplied by (Vic.) Council of Adult Education. Meets in homes.
Jill Harris, 2 Yarrah St. 22 5191
Carol Mulrooney, 174 Lake Albert Rd

CULTURAL Clubs, Association of Riverina
To co-ordinate club activities throughout the Wagga and Riverina Districts; to aid in the development of such clubs; for provision of cultural facilities in the Community Centre
Mrs J Dunn, Uranquinty, Via Wagga 22 9671
Mrs Con Forsyth, 3 Marama Parade 25 2972

CULTURAL Facilities Council
This body has recently been established by City Council to advise and recommend, in a co-ordinated way, on matters relating to cultural or non-sporting recreational facilities and programmes. For details contact Assoc. of Riverina Cultural Clubs.
Mrs Con Forsyth, 3 Marama Parade 25 2972

GOLDEN Gown Committee
Raise funds for a community centre through the Golden Gown Awards conducted each year at Wagga.
Mrs Fulton 22 6159. Mr B Duignan 22 5232

ITALIAN Arts Festival
Biennial Festival promoting various aspects of Italian cultural life.
Mr Giuseppe Perrani ah 28 4272 bh 21 1122
Mr M Morris, Secretary/Treasurer Junee 760

LIBRARY, Wagga Wagga City
Information, reading and listening facilities available for all. Rate-payers and residents of the city are entitled to borrow free. Visitors to the City may borrow either by using their current public library membership card from their home town or by paying a refundable security deposit. Other persons may pay a subscription for equal borrowing privileges - pending formation of a regional library service.
Hours: Mon. to Fri, 9.00 am to 8.00 pm
Saturdays 9.00 am to 12.00 noon
Civic Centre, Baylis St., beside Civic Theatre
21 1923

MISS Show Girl Quest - Wagga Show Society
Mrs M Robbins, Secretary 25 2180

MISS Wagga Quest
Conducted annually under the auspices of the Chamber of Commerce. The crowning is a festival event Proceeds are administered for community services and improvement projects. Miss Wagga goes as the City's ambassador to our sister cities.
Mr J Brockhouse, J Brockhouse & Assoc.
Mr G Irons, Hunters bh 21 2121

NATIONAL Trust of Aust - Riverina Regional C'ttee
Mr Ian Donald, President bh 21 1611 ah 21 1308
Jill Morrow, Secretary bh 21 4265 ah 21 1216

NATIONAL Trust Womens Committee, Riverina
Mrs W R Dobbie, President 22 6710
Mrs M Donald, Secretary 21 1308

SHOW Society, Wagga Wagga
Promotes the showing of agriculture in the district.
Mrs Robbins, Bourke St. 25 2180

WILDLIFE & Conservation Society
To promote the appreciation, protection and conservation of native Flora and Fauna and the habitats pertaining thereto.
President, Mr P Hains 21 2232
Secretary, Mrs N Carlin 22 6110
Spokesman, Mr Rex Sharrock 22 7338

SPORT & Recreation, NSW Dept of
Encourages purposeful use of leisure in sporting, cultural and recreational fields of ctivity; provides leadership training and coach-coaching, and advice. Very varied programmes offered and enquiries welcomed. 88 Fitzmaurice St. 21 1944

12. Business, professional, trade and employment groups

ANIMAL Production, Aust Society of
Graziers and Departmental officers concerned with all forms of animal breeding and economics.
A.S.A.P. (Riverina Branch)
Tim Hutchings, Yerong Creek 20 3737
David Hall/T Dunn, C/- Ag. Res. Instit. 21 4363

BEEF Cattle Society Wagga Wagga
Conduct a Beef weight gain and carcass competition (May/June to October) and organise Beef Week in October.
L Beer, Secretary, School of Ag. RCAE bh 21 4363
P O Box 117
T L Field, President, "Albany", Book Book 28 1116

BUSINESS & Professional Women's Club
Strives to create equal opportunities for the women of the community in employment and society.
Mrs Faith Butt 22 7266
Mrs Rae Parker, P O Box 3, South Wagga 22 6184

CHAMBER of Commerce
Promotes the interests of the business community and the community at large through various activities. Incorporates the Community Advancement Fund and the Miss Wagga Quest Committee.
Mr John Brockhouse, President
Mr Henry Smit, Secretary bh 21 3433

EXAMPLE OF DIRECTORY COPY

Part of classified listing, using spot colour heading and border. (Wagga, 1978)

(f) MATCHING SECTIONS AND PAGES

See 4(a/b) and 3(a - j) for section suggestions.

It will be necessary to fix editorial material to specific pages in any of the following instances -

* if multiples of 8/16/32 pages are desired rather than adding parts of the normal full sheet of printing;
* if colour is used, restricted to specific pages;
* if sections are used and advertising is sold as adjacent to certain sections.

Our experience has been that editorial and advertising placing is little problem even with a range of spot colours, as little advertising comes space specified. The overall size (or number of multiples of 8/16/32) is determined previously by the costing process.

If you are only printing monochrome (one colour) in one continuous text (without fixed boundaries (or sections) this matching is not required.

(g) I.S.B.N./I.S.S.N., C.I.P., AND DEPOSIT COPIES

These mysterious things are simply an international and unique identification for your publication (ISBN/ISSN), a procedure that allows your booklet to be catalogued once for all libraries, and a means for ensuring that your efforts will be available for co-workers and researchers. Please cooperate.

* An International Standard Book/Serial Number (ISBN/ISSN) will be assigned on request by the National Library of Australia. You then print it on the title page (or its reverse) or on the cover. This enables your directory to be identified or ordered, without lengthy description, anywhere in the world.

* Cataloguing in Publication (CIP) will likewise be provided free upon request for monographs by the National Library. (Monographs are publications not intended to be annual or more frequent: that is, monographs are not serial publications.) If in doubt, apply when your publication reaches the "proofs" stage - when its size, content, format, and text are finalised. The service is very fast! The C.I.P. entry is usually printed on the back of the title page, preceded by . . . "National Library of Australia Cataloguing in Publication Data".

* Deposit copies. There is a legal requirement that copies of any Australian publication must be given and delivered to certain libraries. The reason is clear: this deposit process ensures that a full record of published material is available for the information of those who follow.

APPENDIX SEVEN outlines these three procedures.

10. COSTING: JUGGLING IN GENERAL

In its barest essentials, costing here implies the estimating process from how much you want to say in print, through how much will advertisers pay or demand, and how much will the ingredients cost, to how much must advertising cost.

THE MATHEMATICS ARE NOT COMPLICATED. Your calculation can easily be checked to ensure that the prices you quote will cover your costs with a fair degree of safety.

(a) EDITORIAL ESTIMATES AND MARGINS

The first step is to estimate editorial space. Under "editorial" include all space required for the basic information function, excluding all advertising displays - even your own.

This includes such things as prefaces, indexes, tables of contents, messages of welcome, headings and graphics, photographs of politicians or local attractions, etc.

Make your estimates by sections and add a margin for safety to each section where over-flow appears possible. (You can always put in a few "plugs" for your services to fill any gaps

Estimating of space requirements is an early key issue.

For each section an informed estimate is needed of the number of units (paragraphs, entries, graphic blocks . . .) and their size (column height in centimetres). Samples of average units, set in alternative type sizes, are probably the only secure basis for calculating space for editorial material.

(b) BALANCE

The second step is to determine the rough balance desired between editorial and advertising. Newspapers overall run about 40:60 (or 50:50 in supplements). Magazines vary greatly.

If you want editorial freedom for the first few pages, and wish to avoid advertising isolated from editorial, you may favour something better that 40:60. In Wagga Wagga we have favoured 65:35 (editorial:advertising) wit 60:40 as the limit, because some sections will carry much less than 50% advertising, some will carry none, and no paid advertising ever stands without editorial copy to bring the readers.

On the basis of editorial material's space requirements, and your chosen editorial-to-advertising ratio, you can calculate the total space required.

$$\textit{Total space required} = \textit{Editorial space required PLUS } \textit{Editorial space req.} \times \frac{\textit{advertising\%}}{\textit{editorial \%}}$$

$$\textit{E.g. Total required} = 48 + \left(48 \times \frac{40}{60}\right) = 80 \textit{ pages}$$

After consulting your printer(s) an economical unit for total space is determined. When the total space is decided, you can allocate advertising and editorial to specific sections by assessing the appeal of various sections to advertisers. Now you have a layout.

An example of this juggling during space estimating and the resultant layout, appears as Appendix Five.

Costing, on the basis of space allocated to editorial and advertising is treated below.

(c) WHAT THE MARKET WILL STAND

Do a little research on what the market will stand. Select a common advertisement size - say 100 sq. cm. approx. Find out how much that might cost in various current alternative media.

Consider these fictitious display & classified rates. E.g. in the NBG Business Directory, where columns are 5 cm wide a 10 cm double-column display advertisement costs $193.65 plus setting or art or 20 cm single-column only in their classifieds costs $176.45 setting included - no graphics permitted, no editorial text in the spread.

THEN, compare coverage in your advertisers selling area. E.g. NBG's Directory claims 156,000 printed, but likely only 200 or fewer get used by consumers in this commercial catchment.

THEN, compare mode of distribution . . . free vs purchased, delivered vs newsagents or subscription, etc. E.g. NBG's Directory costs 50 cents, is not readily available locally, and is virtually unknown except to company rep's from other areas.

THEN, compare quality of paper and printing, colour options (if any), attractiveness of graphics and layout, relevance and utility for the average citizen, currency, accuracy, and clarity of information. E.g. NBG's Directory is comparable in materials quality, but is drab and colourless, has business data but otherwise is "pokey" and out-of-date.

When you have pursued this procedure for a range of alternative media, to which your advertisers might direct their promotional budgets - newspaper(s) sheet maps, guide signs, telephone pink/yellow pages, etc. - THEN you have a useful guide to what the market will stand. When you feel you know the market, AIM TO OFFER A BETTER DEAL on space and/or coverage and/or distribution and/or quality.

(d) MAKING FRIENDS OF MAMMON OR DOING DOUBLE DEALS
When selling you may wish to be flexible enough to accept "contra deals", gentlemen's credit, or plain old bartering in place of cash.

Some business men may have little/no advertising budget - or maybe they are just wheeler-dealers by nature.

E.g. A "Contra" deal with a radio station: they take a page of advertising space and credit your account; that could be all the air-time you need for a year, and otherwose you may get nothing.

"Gentlemen's credit" with a *reputable* stationer might mean no formal written agreement but a regular supply of "spare" paper, letraset, biros, etc. Maybe you need a typewriter and can barter advertising space for a suitable trade-in model.

At this stage it is important to remember that such deals will NOT provide you with CASH to pay your publishing bill, though they offer many other useful things, improve the balance sheet, and generate good P.R. with salesmen.

11. COSTING: EXPENDITURE

(a) SETTING AND PRINTING
These procedures (and hence headings of expenditure) will vary according to the printing process adopted. The following checklist presumes offset printing - as being most flexible, most economical, and most likely.

SETTING TYPE FOR TEXT. The smaller units now found in many office/secretarial services suit very well. Local setting is convenient and usually cheaper for general text. Specialised display setting for section headings and advertising may be better performed by a newspaper, the larger printers or their agents. Compare firm "quotes" per page (or column cm.). Hourly rates are risky.

ART WORK. Any graphics that, unlike mechanically set type, require hand work by a draftsman will be expensive - unless you get them done by local volunteers. Try your art society, technical college students ("commercial art" or "ticket-writing") for editorial art work. Make sure that advertisers supply (or pay extra for) any "art" which they want.

NEGATIVES AND PLATES. A firm "quote" per page is required from each printer for making plates - that is converting pages of text/graphics once they are "ready for camera". "Ready for camera" does not mean necessarily the finished size.

PAPER AND INK, MAKING AND PRINTING PROCESS. Paper prices vary according to weight and finish. Ink colours are relatively unimportant for costing. Labour and machine time is very dear. Get a firm "quote" to print xxx copies, each of yyy pages, on zzz type paper, and to make up in a specified way.

(b) FREIGHT, DELIVERY, ADVERTISING

FREIGHT. This could be quite substantial if your locality is at some distance from your printer's factory. Your printer could estimate likely weight to allow you to obtain indicative costs from a carrier.

DELIVERY. After examining the merits of various reliable means of distribution, firm unit prices (e.g. "5 cents per copy delivered to the doorstep for all zones within the area as defined") should be agreed - though the number to be delivered may not be exactly known.

ADVERTISING. Estimate the amount of paid advertising space in other media that YOU will require to pre-announce compilation and sales of advertising. Such advertising is a gamble or calculated risk. Although it serves other purposes, I believe it should be kept to a minimum as personal sales are much more convincing.

(c) STAFF

Where paid staff time is involved, the calculations are not easy if based on hourly rates - unless you have an immediate precedent. Moreover, hourly payment could be very inefficient.

It would probably be safer to set a budget amount which gathering & editing co-workers would share according to time expended. This puts a premium on ititiative, on teamwork, and on speed. Sale of advertising on commission is recommended.

Remember that the time required includes planning, gathering and editing materials, typing and proof reading, as well as selling time - and you may need a mileage allowance for some work.

(d) SUNDRIES

STATIONERY may include the forms required for orders, invoices and receipts, the prospectus, a layout guide for mounting set copy, and records of sales attempts

PHOTOGRAPHIC MATERIALS and SERVICES OF A PHOTOGRAPHER may be required for cover and other illustrations.

SPECIAL DELIVERIES TO AND FROM THE PRINTER. Files, folders, large envelopes, postage for advertisers' copies of the finished work, etc. can also be costed roughly to complete the shape of expenditure.

(e) SAMPLE EXPENDITURE SCHEDULE

A sample of an actual expenditure schedule is reproduced in tidied form as an illustration of the process of costing - Appendix Ten.

COMMUNITY INFORMATION CENTRE

Volunteers wanted

The women who staff the Community Information Centre office at 4 The Esplanade are looking for fellow volunteers. The centre provides a valuable service to Wagga residents by giving information to phone callers about community services in the city. Mothers are encouraged to bring their children with them during a three hour shift at the centre between 10 a.m. and 4 p.m. The volunteers work in a separate room at the centre with access to the outdoors for the children. Volunteers may participate in the roster by calling 22-6768. Pictured with the group's convener, Mrs. Shirley Newland, left, are Mrs. Judith Alchin, Mrs. Val McCloud and Mrs. Jane Sibree. The community information centre phone number is 21-1053.

PHONE: 21-1053

EXAMPLE OF DIRECTORY COPY

Advertising to recruit volunteers for your own information service may be worthwhile . . . (Wagga, 1975)

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12. COSTING: INCOME

(a) FREE SPACE OR CONTRA DEALS

Free advertising for your own organisation and any contra deals will cost you money. You still need a certain level of cash income. The cost is space plus setting, negatives and plates. The major cost is the opportunity cost - the income you miss by not selling *that space for cash - which means that your total costs are spread* over a smaller number of advertising pages. Result? A higher cost per page. This may be a useful idea for your publication, but remember to budget for the costs.

(b) AVERAGE SIZE, LOADINGS OR DISCOUNTS, COLOUR

Knowing the size of expenditure, and the space available for advertising (sold), reveals the income required per page sold.

Estimate the likely average size. As an informed observer of your local newspaper or other medium you may estimate the average advertisement size (because of cost) in your publication.

Consider discounts. I recommend that smaller advertisements pay at a higher rate per page (or column cm.) i.e. you offer "discounts" to the larger advertisers - as an enticement, and as a reflection of the really reduced costs of a larger advertisement.

The following example may clarify these matters:

- Required per page $350
- Average size sold ¼ page
- Aim for progressive 10% discount on larger advertisements
- PLAY SAFE as far as your market will stand

OFFER	Full page	$320	($320 per page)	
	½ page	$176	($352 per page)	
	¼ page	$ 97	($388 per page)	AVERAGE
	1/8 page	$ 54	($432 per page)	

If you discount for advertisers not requiring setting (because repeating an advertisement or providing copy already set) keep aside a margin for safety - e.g. discount only $30 if $40 was quoted per page for setting advertising, you still pay for handling and negatives.

Colour for a quarter page costs virtually as much as colour for a full page - the extra preparation, negative and plate costs. I recommend a flat rate, with a margin to allow for poorly presented colour copy. E.g. charge $18 additional for one spot colour where $15 was quoted for the negative or preparation costs.

If you plan to offer prime locations at a premium, don't count on this as income. Accept it gladly as a bonus if it comes - or reserve the space for your own message.

THUS your basic price schedule may appear as:

Advert. Size	Monochrome With Setting Required	Plus One Colour ("Spot")	Mono No Setting Required	That is, Discount if No Setting
FULL PAGE	320	18	290	30
HALF PAGE	176	18	165	11
QUARTER PAGE	97	18	92	5
EIGHTH PAGE	54	18	51	3

(c) IRREGULAR, SPLIT OR JOINT ADVERTISEMENTS

What do you do with

- *The grocer who only spends $80 at a time?
- *The smash specialist who wants four "quarter" adverts?
- *The arcade or mall - or petrol stations - under the same banner?

Generally, get their money by meeting their needs

- *The grocer needs 3/16 for his money (in the example above)
- *Treat the 4 x ¼ adverts as a full page for discount purposes
- *Devise a package deal whereby each part benefits by a shared "banner headline", and be prepared to attract the reluctant by a special price to all participants.

E.g. Using the price schedule and data above . . . you ought to cover costs if 4 ZOOOMM petroleum agencies will each pay $64 for an 1/8 page panel within a spot colour frame - overall size ¾ page - with ¼ page bold banner. This looks good and brings in sales otherwise lost.

Income required = (¾ of 320) + 18
= 240 + 18
Income required per panel = 64 (Cost Price!)

"Value" offered = ¼ of (176 + 97 + 18)
= 291/4 = $73 or

= 54 + 18 = $72 at least!

(d) BALANCING AND JUGGLING

The basic balance of INCOME REQUIRED matched to EXPENDITURE DESIRED can be achieved by careful pricing, estimating and observing.

The balance is aided by safety margins built into the prices offered

Voluntary staffing or payment by sharing in a fixed pool or profit sharing in some form - any of these is easier to handle than an uncertain hour-by-hour wages bill.

When costs are determined, the price schedule can be fixed - with due allowance for split/joint or irregular advertisements.

Combine this schedule with a dummy, showing sections and colour availability, and you are ready to sell.

13. STAGES OF EXECUTION: A GENERALISED TIME TABLE

This time table is only a guide, in very brief terms, to the logical sequence of preparation for publication. Graphically we can suggest some overlap and the need for concerted efforts at key times.

It is also essential to note that there is no slack time from determining a budget to finalising the accounts.

(a) PLANNING

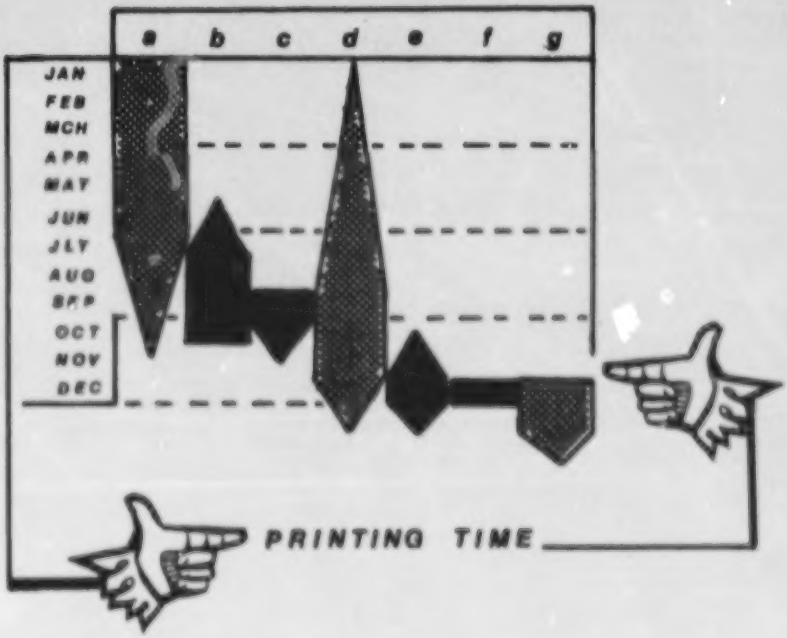
- Assessing your situation and needs
- Talking to printers and potential co-workers
- Writing a plan of action and procedural matters
- Fixing the BUDGET

(b) DATA - GATHERING

- Organisations started . . .
- Maps started . . .
- Descriptive material started . . .
- Illustrations collected . . .

(c) ADVERTISING SALES

- Recruiting & briefing the sales personnel
- Finalising sales manual, prospectus, and pre-advertising
- Selling . . . to a deadline
- Copy placing, collecting, proofing as it comes in



(d) THE EDITOR'S LOT

- Check editorial and advertising material
- Despatch typesetting
- Adjust the budget (or at least review it!)
- Liaise with your printer

(e) DISTRIBUTION

- Arrange deliveries
- Prepare media releases, posters, etc.
- Negotiate points from which your directories can be collected
- Prepare for posting of advertisers' copies, and deposit copies for the National Library & the State Library (and your local library also, please).

(f) TIDY-UP

- Accounts to debtors
- Payments to creditors
- Records checked and balance sheet prepared
- Notes/tips for next time, including procedures for recording suggestions and offers of advertisements.

(g) CARRY-ON

Although the first reaction to the end of tidying-up may simply be "PHEW!" - hopefully the second and more relaxed reaction will be more fruitful..

This is the time for evaluation:

- What sort of impact did we make?
- Did we achieve set aims and objectives?
- How did our team and our product shape up?
- Was our budget realistic? If not, where and why?
- Should our time-table have been different?

This is the time for promotion:

- Media stories on the early impact
- Notices in likely first-contact places (estate agents, gas, electricity . . . butchers)
- Informal contacts, group talks, classroom chats . . .
- Letting the key organisations and your advertising market know that you've come to stay - "cornering the market".

This is the time for learning and live service:

- Listen for advice and criticisms
- Note the subjects and styles of enquiry
- Revise your data base systematically
- Research the data that eluded you

The first one/two months after publishing are the best for drafting the next publication's project plan. At that time you have the last project's problems clearly focussed - its strengths too! At that time the "feed-back" is livelier, and your team should still be in quite close contact.

The live follow-up information service will reveal much about your published introduction to local information, provided you listen actively. Remember that others do not know your dearly-beloved-booklet-with-which-you-are-so-well-pleased as intimately as you know and love it, warts and all. It is good therapy to talk to other directory compilers (if you can) to compare notes. It is poor public relations to harangue your "user," as though they were addicted to directory publishing too. Remember . . .

FOR YOUR PUBLIC - FOR WHOM YOU PUBLISH - IT IS THE FINDING OF INFORMATION THAT COUNTS, THE FORM AND ARRANGEMENT WILL SUBTLY HELP THAT PROCESS BUT IT IS THE INFORMATION COMMUNICATION THAT MATTERS.

LOCAL TOURING GUIDE

HISTORICAL MUSEUMS

NORTH	Monte Cristo Historical and Antique Museum at Junee
	Cootamundra Primary School Museum
EAST	Gundagai and district Historical Society Mus'm
	Batlow Historical Society Museum
WEST	Lockhart Historical Society Museum
	Parkside Cottage Museum at Narrandera
	Pioneer park museum at Griffith
SOUTH	Culcairn Historical Society Museum
	Jindera Cottage Crafts and pioneer museum
	Holbrook 'Woolpack Inn' Museum
	Albury & district Historical Society Museum

Dennis Hopper & David Gulpilil in MAD DOG MORGAN
photo per favour Neville Lowe, Culcairn.

BUSHRANGERS

The Culcairn, Henty and Walla Walla District is "Mad" Dan Morgan country. Places to visit associated with this bushranger include the grave of John McLean at Culcairn, Morgan's Lookout at Walla Walla and the caves that were once his hideout at Mount Galore. Special-interest guided tours to historic points of interest of the Morgan era are available. Phone Culcairn (060) 29 6521.

GARDINER'S LOOKOUT 13 Kilometres south of Cootamundra on the Olympic Way a large outcrop of boulders giving a commanding view of the surrounding countryside was a vantage point of Frank Gardiner.

The body of John McGuire - brother-in-law of bushranger Ben Hall - is buried in Junee cemetery.

Gundagai has associations with many bushrangers including Gardiner, Paisley, Gilbert, Ben Hall and "Captain Moonlight". Visit the Court House, where Captain Moonlight was tried in 1870, the Historical Museum and, 5 km south of Jugiong, the cairn marking the spot where John Gilbert shot Sergeant Parry in a Cobb & Co holdup in 1864.

South-east of Junee and 40 km east of Wagga Wagga is Wantabadgery Station which was captured for 2 days by "Captain Moonlight" during November 1879.

JERILDERIE the town that Ned Kelly held up in February 1879. Located on the Newell Highway south-west of Wagga.

WINERIES - WAGGA WAGGA

R.C.A.E. Dep't of Wine Sciences. P O Box 588, Wagga Wagga. 21 4363.

WINERIES - GRIFFITH AREA

SAN BERNADINO WINES Farm 844, Leeton Road, 3 km east of Griffith. Open 8.30 am to 6.00 pm Mondays to Saturdays. Inspection invited.

DE BORTOLI'S WINES Farm 1393, De Bortoli's Road, Bilbul, 11 km from Griffith along the Yenda Road. Open 8.30 am to 5.30 pm Monday to Saturday (wintertime), 8.00 am to 6.00 pm (summertime).

McWILLIAM'S HANWOOD BARREL McWilliams Road, off Irrigation Way, Hanwood. Open 9.00 am to 6.00 pm Mondays to Saturdays. Conducted tours 10.00 am and 2.30 pm Mondays to Fridays.

PENFOLD'S WINES Leeton Road. Open 8.30 am to 5.00 pm Mondays to Fridays. Conducted tours 10.15 am and 2.30 pm.

CALABRIA WINES Braynes Road. Open 8.30 am to 5.30 pm Mondays to Fridays.

ROSETTO'S WINES Rosetto's Road, Beelbangera. Open 8.30 am to 5.30 pm Mondays to Saturdays. Conducted tours by arrangement.

MIRANDA WINES on Irrigation Way. Closest winery to town. Open 8.00 am to 6.00 pm Mondays to Saturdays. Visitors may inspect the winery by following the indication signs.

CALAMIA WINES Beelbangera Road. Open 8.30 am to 5.30 pm Mondays to Fridays. 9.00 am to 5.00 pm Saturdays.

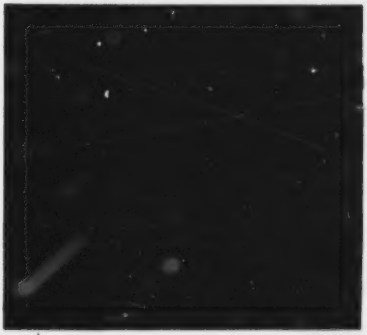
ORLANDO WICKHAM HILL CELLARS Harris Road. Open 9.00 am to 5.00 pm Mondays to Fridays. 10.00 am to 5.00 pm Saturdays.

SERGI WINES Farm 1305, Tharbogang, 6 km from Griffith. Open 8.30 am to 5.30 pm Mondays to Saturdays.

FRANCO'S WINES on Irrigation Way, Hanwood. Open 8.00 am to 5.30 pm Mondays to Saturdays.

WINERIES - LEETON AREA

TOORAK WINERY 3 km south-west of Leeton. Open 8.00 am to 6.00 pm Monday to Saturday. Conducted tours 11.00 am and 3.00 pm Monday to Friday.



EXAMPLE OF DIRECTORY COPY

Full photographic colour as part of "Tourist guide" (Wagga, 1978)

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5.

APPENDIX ONE

HOW TO OBTAIN OR PREPARE YOUR MAP(S)

If after meditation on local needs for map-style information you decide to include a map or two . . . examine some existing examples critically, but don't infringe copyright.

The relative merits of the Broadbent, Gregory, Bartholomews, U.B.D., City Guide, and other brands should be discussed carefully.

Remember that a commercial publisher will be jealous of his product (and it may be dated or inaccurate). Depending on your approach you could be eroding his market. If you want to add to or simplify an existing map, be sure of how the law applies or get express permission in writing.

If you can find the right drafting person at the right price you could produce a map from scratch or from partial (licit) tracings. Check any map against your objectives and standards.

Many public authorities maintain street plans at the tax-payers expense.

Consult your Council's Town Planning Department, the electricity and water supply authorities, the Dep't of Main Roads (N.S.W.), tourist agencies, transport departments, (and/or bus companies). For an appropriate acknowledgement you may get your map free . . . and advice. Be sure the permit to use the map is written.

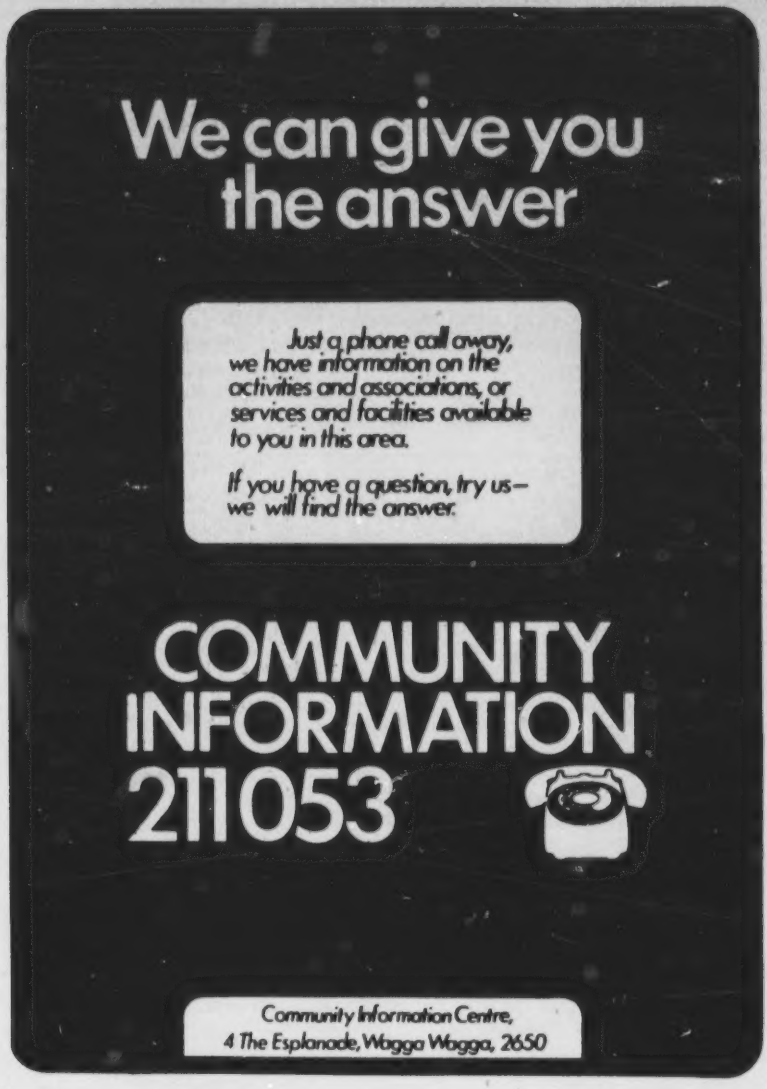
Some editing will most likely be inevitable.

Talk to a draftsman or cartographer about photo-reduction or enlarging, the size of lettering needed, about overlays for colours . . . and talk to your printer.

Examine the layout of some Street Directories, plans of colleges, and district maps. Compare their usefulness. Does a street map need two or three colours of ink? Would shadings or dots & lines serve? (Letraset and similar products have a great variety of shadings and symbols.) Are symbols a barrier to information rather than an aid - e.g. stars, squares triangles for post offices, toilets, and schools? Should street numbers for certain streets and certain districts be considered? If you code and locate the key facilities like INFORMATION CENTRE and, of course, PUBLIC LIBRARY, where will you draw the line.

There are now many aids for do-it-yourselfing. With a little care and practice, instant rub-off letters, a rapidograph pen or two, cheap clear plastic drawing instruments (french curves, metric & imperial rule, two squares/triangles, and a sharp Stanley knife) you are in business. Add time.

It is best to prepare your master map at a larger than printed scale and as a transparency (on drafting paper). This allows you to make prints at an architect's office or Council depot, on which you can plot other colours before tracing them onto separate transparencies. The larger scale allows reduction which will effectively hide small faults.


We can give you the answer
Just a phone call away, we have information on the activities and associations, or services and facilities available to you in this area.
If you have a question, try us – we will find the answer.
COMMUNITY INFORMATION
211053
Community Information Centre,
4 The Esplanade, Wagga Wagga, 2650

EXAMPLE OF FOLLOW-UP PROMOTION

Prepared as a full page (18 x 24 cm) directory advertisement, this notice was photographically enlarged for screen-printing as a poster (36 x 48 cm), and placed all over town . . . in banks, post offices, police station, church halls, shops, library government offices, etc.

APPENDIX TWO

EXAMPLE OF A BACK-UP SYSTEM

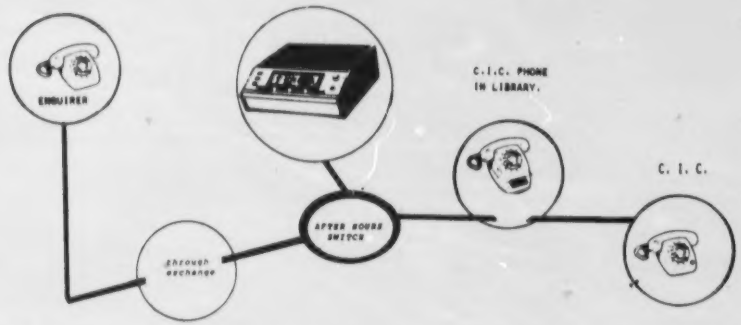
This brief summary of co-operative links between the Community Information Centre and the City Library in Wagga Wagga may suggest some useful lines of co-operation and service extension elsewhere.

The C.I.C.'s service is provided on a phone-in or walk-in basis without discrimination. The Centre's overall objectives have been clearly stated:
"To provide information as requested for the day-to-day needs and interests of the public . . . in co-operation with other informing and referring agencies." The services are to be "characterised by the friendliness and personal concern of neighbour-to-neighbour information giving", without institutional or charity attitudes.

The C.I.C.'s volunteers gather information (as described in 8.a) and maintain files, a collection of leaflets, notices etc. The City Library likewise gathers information and files it. Volunteer/staff time and physical separation limit fully systematic exchanges of filed data, but telephone contact between the two agencies is very frequent and both work on verifying data for directory entries.

An external telephone extension line links C.I.C. and Library. Volunteers operate at the C.I.C. for 30 hours each week; library staff answer as "Community Information" for a further 28 hours live service; an answering device will record a question or provide "after hours" numbers for urgent calls at other times.

Please note: our experience with this phone system strongly suggests that local servicing and simpler equipment are best. Trust Telecom's technicians.


ENQUIRER
C.I.C. PHONE IN LIBRARY.
C. I. C.
AFTER HOURS SWITCH
through exchange
ENQUIRY BY TELEPHONE
ANY TIME OF ANY DAY
RECORDED OR REPEATED
5 p.m. - 9 a.m. weekdays, and 12 noon Saturday to 9 a.m. Monday.
LIVE ANSWER AT LIBRARY
9-10 a.m./4-5 p.m. weekdays, and 9-12 Saturday
LIVE ANSWER AT THE C.I.C.
10 a.m.-4 p.m. weekdays

The system finally evolved works as follows:

1. An enquiry by telephone (any time, any day) comes
2. through the EXCHANGE, and is directed
3. by the AFTER HOURS SWITCH
4. to the ANSAFONE when library & C.I.C. unattended, or
5. to the 1/3 HANDSET, in the library,
   to be answered 9 - 10 a.m., 4 - 8 p.m. weekdays & Saturday a.m., or
   to be automatically & immediately connected
6. to the EXTENSION HANDSET, at the C.I.C.,
   to be answered 10 a.m. - 4 p.m. weekdays

When 5. or 6. is connected, dialling in/out is direct. Also the library and C.I.C. can speak directly during or between calls, to exchange information, as if using an internal extension line.

With the right people, co-operation is smooth & generous, with no suggestion of rivalry. Both sides benefit, and the user should doubly benefit.

APPENDIX THREE

INDEXING AND A CLASSIFIED LIST

The following procedure was developed (by Duncan Marshall for the Library) to provide a card filing system for community information from which a classified directory's text could be type-set directly.

The grouping of associations (or agencies) as A CLASSIFIED LIST of the fuller MAIN ENTRIES seemed desirable to show in one place the range of activities (or services) of a particular type. A brief INDEXING of these main entries (by name and subject or scope) appeared necessary because of the limitations of classification, because of the need for easy and speedy retrieval, and for the sake of "tying together" bodies or functions that had some common elements but were primarily of different classes.

A. THE CLASSIFIED LIST OF MAIN ENTRIES:

The elements of a MAIN ENTRY in the classified list may be fixed as **Name** or title of the group/function
Description of its purpose/activity
Contact (addresses &/or phone numbers of persons who are stable first-contact points)

This information, I recommend, should appear on the front of the card, leaving space for changed or added contacts. To aid when filing, the **Classification** name (or a class number) can be entered in the top right-hand corner. On the back of the card, as a control over the indexing, **Tracing Notes** should be recorded. These tracing notes are simply a list of the indexing terms from which an enquirer is referred to this main entry.

An example may clarify this: "LEGAL Referral Service" . . .
Decision - place this in the CLASSIFICATION called "Organisations established for special health or welfare needs, incl. child care or minding". This has been coded as CLASS "8": an "8" is put in the top right hand corner of the card to assist when filing the card. The description and contacts should follow. On the back of the card, indexing terms are worked out and recorded as TRACING NOTES.

Decision - index entries will be: "LEGAL Referral Service",
"Referral service, LEGAL"
"Legal Aid, **see** LEGAL Referral"
"Aid, Legal **see** LEGAL Referral"
"Solicitor **see** LEGAL Referral"

By this indexing, the "Legal Referral Service" will be put into the company of other legal entries, other referral entries, other aid entries, and other solicitor entries.

B. THE INDEX ENTRIES, and TRACING NOTES

The three main types of INDEX ENTRY suggested are:

1. **First Significant Term** in the formal title
2. **Other Significant Term/Terms** in the formal title
3. **Subject or Descriptive Terms**, as one or more "see" references.

Each of these types of entry, when decided, should be recorded as tracing notes on the Main Entry card (not for publication there, just for your own use). If the group disbands or changes its name or purpose, you know what entries were previously put into the index file. When you set your type for the directory you know where to insert your page numbers in the index, referring users to the correct main entries in the classified list.

The idea of "significant terms" was treated above. For example, a group called "Riverina Oil Seed Producers Co-operative Society" would generate the following significant term index entries:

type 1 - OIL Seed Producers Co-op. Soc., Riverina
type 2 - Seed Producers Co-op. Soc., Riverina OIL
- Producers Co-op. Soc., Riverina OIL Seed
- Co-operative Soc., Riverina OIL Seed Producers

The subject or descriptive terms used for indexing may be derived partly from terms used in the short description or profile and partly from common sense. Put yourself in the position of the likely users out in your community. For example, for the above (fictitious) group:

type 3 - Agriculture, **see** OIL Seed Producers Co-op. Soc.
- Primary producers, **see** OIL Seed Producers Co-op. Soc.

Several other aspects could be covered simply by lodging the main entry in a class entitled TRADE and PROFESSIONAL GROUPS . . . which class would also be indexed, under "Trade Groups" and "Professional Groups. In the developing index will appear some very useful and interesting groupings - showing the use of a range of alternatives. For a few examples:

Horses, see APPALOOSA Club
Horses, see ARAB Stud (R.C.A.E.)
Horses, see COUNCIL (Pound)
Horses, see PONY Club, Bidgee
Horses, see PONY Club, Wagga
Horses, see RIDING for the Disabled
Horses, see RODEO Club
Horses, see TROTTING Association, Riverina
Horses, see TURF Club, South West District
Horses, see VETERINARY Surgeons
Horses, see WILLOW Park Riding School

Young Adults, see ROTARACT
YOUNG Labor Association
YOUNG Liberals
YOUTH Advisory Service
YOUTH and Community Services, Dept. of
Youth & Education, THEATRE of
YOUTH, Centre of
YOUTH Council
YOUTH For Christ
YOUTH Hostels Association
Youth Support Scheme, COMMUNITY
Youth Worker, COUNCIL

A similar grouping will appear under "Education", "Aged", "Handicapped", "Arts", "Aboriginal", etc.
Where initials of organisations are used quite frequently, and index entry is advisable: e.g. R.S.P.C.A., A.B.C., radio & television call signs etc.

C. FILING THE MAIN ENTRY CARDS AND INDEX CARDS:
The index cards will be in one alphabetical sequence, with A-B-C etc. tags to help; This index card file will refer the user to a CLASS. For example: "Legal Aid, see Legal Referral 8"

When published as an index to the directory, every index entry will direct the user to the page - for example, "LEGAL Referral Service 57" or "Legal Aid, see LEGAL Referral 57"

D. GENERAL GUIDELINES:

* Where classifications are used, these should be clearly set out as such. The classified groupings should themselves be be well indexed as groupings of entries. (e.g. "Service Clubs pages 23 - 24).
* Within class groupings, the order of entries should be alphabetical by the first significant term - and that term should be highlighted by **Bold** type or by UPPER CASE type.
* The indexing should be full and generous, but keep control of indexing terms by tracing notes on each main entry card.
* The index itself should be a single alphabetical sequence - including initials or acronyms if they are useful (e.g. A.B.C., C.E.S., C.Y.S.S., etc.) - with a direct page reference to each relevant main entry.
* The existence of your **CLASSIFIED LIST OF MAIN ENTRIES** and your **INDEX TO THE CLASSIFIED LIST** should be clearly indicated in the Table of Contents &/or on the cover.
* On your file cards, always record the source of information, your initials, date of making the entry. Verify the information if you can.
* The advantages of this two-file system (using a single/main entries file separated from an index file) are basically that:
    1. you have a classified approach **and** an alphabetical approach;
    2. you have card file materials ready for type-setting and publishing; and
    3. you can cross from card-file to published directory (or vice versa) when speaking to a client.

APPENDIX FOUR

AN ALTERNATIVE APPROACH: A UNIFIED ALPHABETICAL LIST

This procedure was developed (by Stephanie Marshall for the C.I.C.) to provide a card filing system for community information. A directory could be also published with entries organised in this way.

This is a single alphabetical file. The longer MAIN entries with full information are filed into sequence with the sort ADDED entries which say "see" or "see also". The terminology used here is: "MAIN ENTRY" with details of the organisation and its contacts; and
"ADDED ENTRIES" which refer the user across to another place in the alphabetical card file - to a MAIN ENTRY.
A "significant term" in the title of an organisation is generally any term **not** signifying locality or **not** equivalent to organisation.

Separate rules have been developed for . . .
Type A. an organisation with a title, and
Type B. a function performed by a person.
This is the first decision:
"Is this information about a named organisation, **or** is it about a function that somebody performs?"
For example "Trinity Senior High School" - A Type
or "Lawn - mowing" - B Type

A.1 MAIN ENTRY FOR AN ORGANISATION WITH A TITLE

The card will be headed by the title written so that it begins with the first significant term in the title. The card will be filed alphabetically by this first significant term.

To illustrate, the following organisations would be filed alphabetically by the CAPITALISED terms: the heading on the **main entry** card would begin with the CAPITALISED terms:
CONSTRUCTION, Department of (for Dept. of Construction)
CULTURAL Clubs, Association of Riverina
HIGHLAND Pipe Band, Wagga and District

In general, terms meaning association, society, bureau, **etc.** or geographical names are **not significant.** They are not indexed or used for filing.

Following the title will be data about the organisation:
- description, objectives, activities, etc.
- reference to any pamphlets or further sources of information
- Contacts - postal address, names of stable contacts with phone numbers and addresses, and also current office bearers if required.

Finally, the card form of the MAIN ENTRY will also have "tracing notes". There "tracing notes" are simply a record of other headings in the alphabetical file from which an enquirer is referred to this MAIN ENTRY.

The tracing notes provide a control over indexing - a quick indication of the adequacy of the cross-references and a guide for withdrawing/altering those cross-references if the organisation changes its name, or ceases to exist.

A.2 ADDED ENTRIES FOR ORGANISATIONS WITH A TITLE
Any or all other significant terms in the title should have a (card) entry simply referring the user to the MAIN ENTRY: "see".

Any common non-significant term in titles can have one entry explaining that this term is not used: for example -

> "Generally no entries are filed under this term: locality and organisation words are not used for indexing."

Additional subject terms or significant terms not in the title may be used (possibly from the organisation's description) simply to refer users to the MAIN ENTRY.

If an organisation may be well known by its title's initials, those initials should also be used as ADDED ENTRIES.
ADDED ENTRIES should do no more than refer users to ("see") the MAIN ENTRY. They need carry no more information than "see" and the correct heading of the MAIN ENTRY.

B. ENTRIES FOR A FUNCTION PERFORMED BY A PERSON:
First, select the precise or more specific name for the function, and then treat this as the heading for the MAIN ENTRY.

Now you may regard this virtually as an "agency": you provide contacts' names (etc.).

ADDED ENTRIES are created using other suitable subject terms as headings, asking users to "see" the MAIN ENTRY.

ADDED ENTRIES ("see also") may also be made from the used specific headings, on a separate card, to more general headings - if they are used.

For example, a person calls offering to do "grass cutting" and "rubbish removal" . . . He becomes a contact on **separate** MAIN ENTRIES for "GRASS cutting" and "RUBBISH removal". In practice an enquirer may find him through these MAIN ENTRIES, DIRECTLY or by ADDED ENTRIES:

> "LAWN mowing **see** GRASS cutting"
> "GARBAGE collection **see** RUBBISH removal"
> "WASTE disposal **see** RUBBISH removal"

C. GENERAL GUIDELINES

* * * Never refer to a heading at which there is no entry

* * * Before creating a set of MAIN and ADDED ENTRIES check your file to avoid duplicating entries and contradicting headings used.

* * * File the cards/entries by one clear set of rules:
  (a) File alphabetically by the first word;
  (b) If the first words of two headings are the same file by the second word;
  (c) File sets of initials **both** in front of all headings beginning with the first initial letter, **and also** as if the initials were the first word - i.e. two cards entries for initials.
  (d) File Mc or M' as Mac, ahead of all M words.

APPENDIX FIVE

ESTIMATING SPACE FOR A LAYOUT (refer 8.c)

There are fundamentally four stages in estimating space for a lay-out. Of course, it will be a lot simpler the second time - but you can also learn from others' publications and samples of type-setting

Step 1. What will be the average size of editorial entry? or what will be the individual sizes of sections of editorial material?

You must decide on column width (with due allowance for margins) and then the size of type to be used.
Examples: We chose quarto format, using two columns, and "Univers 10 point" type for economy balanced with ease of reading. (This is Univers 10 point medium)

The average entry is with spacing approximately 2.5 cm x 8.5 cm wide, on a page 20.5 x 28.5 cm, with an effective printing area 18 cm x 26.5 cm. This arrangement means approx. 50 col. cm per page (allow for headings) or 20 entries per full page.

Some entries may be single lines - e.g. name and address of J.P.s. Using 8 pt type, we get 3 names & addresses per col. cm. Others such as street or index entries will fit three 5 cm columns to the page, 7 lines/entries in each 2 cm of these columns: i.e. 7/2 x 25 x 3 entries per page.

Descriptive text in blocks/paragraphs using 8 pt Univers, gave us an average of 10 words to the line, 7 lines in each 2 cm of the column - plus allowance for sub-headings. Thus 200 words, with sub-heading, required approx. 7 cm.

Another approach with descriptive text is to allow each section a page (or a half, or two) which will be half text and illustrated to fill it in.

Step 2. How many entries &/or how many sections will need to be fitted?

Consult your information files, tally the likely entries and add 20% for a safety margin. If you over-estimate, the balance of space allows you to advertise your back-up service, or call for volunteers etc.

When estimating sections of descriptive text, units of 200 words and 400 words may be useful guides. These are digestible sizes. Add between 20% and 50% for error or illustration to reach conveniently full pages - with due allowance for paid advertising, where relevant.

For indexing you can estimate on an average of three index entries per editorial entry, OR on the basis of 1 page of (3 column) editorial indexing for each ten pages of editorial material - entries, descriptive text, maps, etc. These are only rough guides.

Step 3. Total up the various spaces required.

Perhaps this is best explained by example . . .

Covers - front & back		2pp
Title/Editorial/CIP		1p
Contents Table		1p
Interest Groups & Services	(450 + 20%)	27pp
Maps		6pp
Map Index		3pp
Descriptive		9pp
Main Index (incl. Advertisers)		7pp
Reserved (Service's own Advertising)		2pp
	(Sub-total 58)	
Paid Adverts (as 40% of total or 4/6 above)		38pp appr.
TOTAL		96pp

STEP 4. Revise your estimates as the type-setting begins to arrive - also reviewing your space allocation.

APPENDIX SIX

COLOUR FALL AND LAYOUT OF TEXT

THE COLOUR PRINTING PROCESS

With smaller presses, each colour must be a separate print "run" for each side of a relevant sheet.

On the middle- range web offset presses, used by most suburban newspapers and progressive rural newspapers, spot colour can be printed onto a page in the same print "run". Such presses can print **either** both sides of two sheets in one colour **or** two colours on both sides of one sheet simultaneously using two pairs of their impression cylinders - and they may have 2 or 3 more pairs of impression cylinders.

The larger presses which turn out the high-volume weekly and monthly glossy magazines have greater precision and generally have five pairs of impression cylinders. The press used by Wagga W.C.L. for its directories (at CONPRESS of Alexandria) has such capacity.

The following example of planning the use of printing capacity is based on our experience with Conpress. YOUR OWN PLANNING MUST BE BASED ON YOUR CHOSEN PRINTER'S PRESS.

The machine we used has ten cylinders, fed by up to 5 webs (rolls) of paper. Paper & cylinder sizes allow printing of eight quarto size (A4) pages by each cylinder on each side of each web. If only one colour is required on each page, five webs of paper can each have 16 pages printed (8 on each side) simultaneously: that is, 5 x 16 or 80 pages, printed and folded as a section in one run.

If spot colour is required, in addition to the basic ink colour on any side of any web of paper, a second cylinder is engaged and one less web can be fed through: that is, 4 x 16 or 64 pages printed and folded as a section in one run.

If full photographic colour is required, the four basic "process" colours are used on four cylinders on one side of the appropriate web. The remaining six cylinders may be used to print one side of a web with spot (2 cylinders) and to print two other webs in monochrome: that is, 8 pages full colour, 8 pages spot, and 32 pages monochrome - 48 pages printed and folded as a section in one run. Alternatively, full colour could be applied to both sides of one web (4 x 4 cylinders) and mono to each side of one more web (2 cylinders): that is, a section with 16 pages full colour and 16 pages mono - 32 pages.

Very many other combinations of mono, spot, and 4 colour (as 3 spot or full colour) print runs can be achieved.

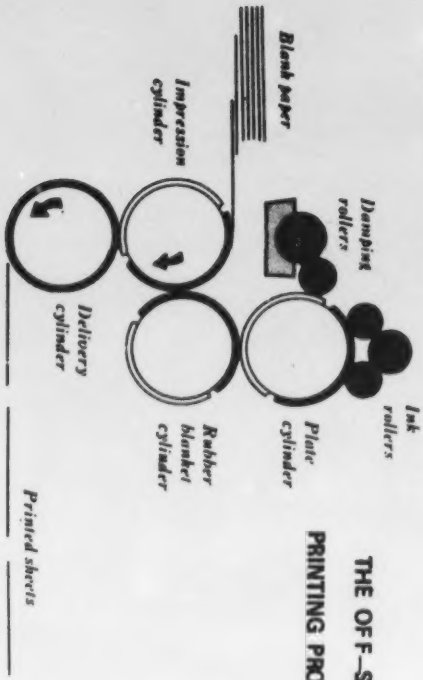
COLOUR FALL EXAMPLE: 96 pages as 3 sections, of 2 webs each.

								COLOURS USED No. Type
	1	8	9	16	81	88	89	96	4 PROCESS COLOURS
	2	7	10	15	82	87	90	95	2 BLACK + 1 SPOT
A									
	3	6	11	14	83	86	91	94	2 BLACK + 1 SPOT
	4	5	12	13	84	85	92	93	2 BLACK + 1 SPOT
	17	24	25	32	65	72	73	80	2 BLACK + 1 SPOT
	18	23	26	31	66	71	74	79	2 BLACK + 1 SPOT
B									
	19	22	27	30	67	70	75	78	2 BLACK + 1 SPOT
	20	21	28	29	68	69	76	77	2 BLACK + 1 SPOT
	33	40	41	48	49	56	57	64	4 PROCESS COLOURS
	34	39	42	47	50	55	58	63	4 PROCESS COLOURS
C									
	35	38	43	46	51	54	59	62	1 BLACK/WHITE
	36	37	44	45	52	53	60	61	1 BLACK/WHITE

* The letters in the left-hand column refer to sections A,B,C - that is to the webs simultaneously printed in the first, second, and third print runs. Each print run or section is folded as a separate entity. Later in a separate process, on another machine, C section is inserted into B section, then C & B together are inserted into the A or outside section, ready for stapling and guillotining.

NUMBER OF PAGES	CONTENT	PAGE NUMBERS	EDIT.	ADVERT
1	Fr. Cover	1	1	0
2	Title + Contents	2 - 3	1	1
4	Detailed Contents	4 - 7	4	0
25	Interest Groups	8 - 32	12	13
5	Local Touring	33 - 37	3	2
8	Profile of City	38 - 45	8	0
6	Street Maps	46 - 51	4	2
6	Street Index	52 - 57	3	3
3	Facil. Index	58 - 60	2	1
4	Basic & Emerg.	61 - 64	2	2
21	Comm. Services	65 - 85	14	7
2	Business Index	86 - 87	2	0
8	Main Index	88 - 95	5	3
1	Back Cover	96	1	0
96	TOTALS		62 +	34
100%	Percentages		65%	35%

THE OF F—SET PRINTING PROCES



WHERE WILL PAGES AND COLOURS FALL?

Within the capacity of the machine, it is the editor's delight (with the printer's advice) to try to get the best value. Machine time is expensive. Fewer print runs mean money saved, provided you can get the number of pages **and** the colour features you need or want.

In the colour fall example illustrated you may note:

- Use of three sections for 96 pages;
- In Section A, the first web carrier 1, 8, 9, 16, 81 ... on one side, and 2, 7, 10, 15, 82 ... on the other; the second web carries 3, 6, 11 ... and 4, 5, 12 ... on its two sides - and so on for B & C sections;
- the colours chosen for one page on one side of any web will be the only colours available on all pages on that side of that web - e.g. if you wanted purple with black on page 76, only purple &/or black could be used on 20, 21, 28, 29, 68, 69 & 77
- 24 pages have 4 colour available;
  56 pages have one spot colour available;
  16 pages have mono only (TOTAL 96 pages);
- full colour is available on outside cover (1 & 96), on centre-fold & adjoining pages (47 - 50), and on other C section pages including 33 & 64 (the C section "cover") as well as on double page spreads (40 - 41, 56 - 57).

EDITORIAL LAYOUT

The example of layout illustrated shows the number of pages allocated to each type of content, the actual page numbers, and the division of editorial & advertising copy space in each editorial division.

You may also note that pages 33 - 64 (the C section) have been isolated. These 32 pages were designed so that they could stand alone (i.e. have extra copies printed in excess of A & B sections) to be used as a tourist/visitors guide.

By referring accross to the COLOUR FALL EXAMPLE, you can discover how full/four colour potential was obtained for covers (1 & 96), tourist guide cover (33 & 64), for "Profile of the City" (39, 40 - 41, 42), and for the street maps (47, 48 / 49, 50).

Those diagrams/summaries, in use, would be worked over, adding specific spot colours, noting the pages for full colour, noting where advertisers wanted spot colour, checking the balance of advertising to editorial space etc., etc. They are a useful tool.

NOTE: In fact, this model was revised in several respects before printing: Service & Interest entries were so extensive that editorial boundaries were stretched; Business & Main indexes were united as one - differentiating the advertisers by upper case type; and so on . . .

APPENDIX SEVEN

I.S.B.N. - C.I.P. - LEGAL DEPOSIT

I.S.B.N. / I.S.S.N.

Any book or serial of 5 or more pages, issued in Australia, should bear an I.S.B.N. or I.S.S.N. from the National Library.

An International Standard Book Number is ten digits long - comprising several elements of information.

An International Standard Serial Number, eight digits long, is applied to any title/publication which is intended to be a continuing or repeated publication.

An I.S.B.N. / I.S.S.N. will be allocated by the National Library upon request by the intending publisher. The assigned number should then be printed in the publication. The best places to print an I.S.B.N. / I.S.S.N. are (a) always on the title page (or its verso), and (b) on the outside back cover as well, if practical. The number should be prefixed by the letters I.S.B.N. / I.S.S.N. as appropriate. The number will be confirmed when the publication is listed in the Australian National Bibliography.

Write to: Standard Book Numbering Agency,
National Library
Canberra, A.C.T., 2600
for forms and any other advice. It's simple, prompt, and a free service.

C.I.P.

The availability of reliable "cataloguing-in-publication" greatly aids libraries and other professional people. The C.I.P. entry is listed in the Australian National Bibliography, becomes available as a computerised cataloguing entry or as catalogue cards, and is present as a ready-made exact description of the publication within the publication itself. It aids ordering as well as cataloguing.

Is it relevant to your directory? All Australian monographs are eligible, but the following are excluded - serials or annuals "issued regularly under a uniform title, where only the dates . . . change from one issue to the next"; telephone directories and calendars "which are not designed to be retained". If in doubt, send a description of your projected publication to C.I.P. Section, Cataloguing Unit,
National Library,
Canberra, A.C.T., 2600

LEGAL DEPOSIT

One copy of each publication issued in Australia must by law be delivered to the following libraries free of charge. Address to "Legal Deposit Section" - The National Library, Canberra, A.C.T.
- The State Library of the State in which it is published - in N.S.W. that is:
The State Library, Macquarie St. Sydney.

You may also choose to deposit copies at other State Libraries and your local public library.

APPENDIX EIGHT

A BEGINNER'S GLOSSARY OF PRINTING TERMS

This is only a brief selection of terms that may be needed by the buyer of printing services.

ART Any material for printing which must be prepared by hand rather than by machine.

ART PAPER Paper which has been smoothed by application of some china clay composition: usually shiny.

BANK A fine/lightweight paper: heavier comparable papers are termed Bond.

BED The table of the press on which the forme lies during printing. (Also, a resting device little used by editors!)

BLANKET The rubber or other fabric which transfers the ink image from offset plate to paper.

BLEED Printed matter or excess paper which is removed when the product is guillotined.

BLOCK Any printing plate used in letterpress process.

BOND Paper similar to but heavier than Bank.

BROADSIDE A sheet uncut, in its basic size.

BYLINE Repetition of the title at the base of each page.

CASE The traditional receptacle for movable letter press type: the upper case held capitals; the lower case held the smaller letters - hence "upper & lower case" terms.

CAST OFF Estimating the space required by manuscript when set as type

CATCH LINE A temporary headline used in proof stages.

COATED PAPER A smooth surfaced paper suited to half-tone printing.

COLLATE Checking through the sections of an assembled book to ensure that pages are in correct order.

COLOUR SEPARATION Preparing a coloured original for printing, using filters to separate colours, so that separate plates are made to re-create the original colours.

COMPOSITOR One who sets type & makes it into pages.

COPY The material to be reproduced by printing.

DISPLAY Printed matter which is given prominence by size, placing, artwork, etc.

DUMMY Sample of proposed job made up with actual materials (unprinted) to show size, bulk, binding; also a sheet showing layout, margins, etc. for a page.

EDITION The work (or the number of its copies) printed and reprinted without change in text, type, or format.

EM (Forgetting its origins, for amateurs an em is . . .) a standard unit of measurement 0.166 inches - i.e. 6 ems to the inch.

FONT or FOUNT A complete set of type characters in a distinctive style and size.

FOUR-COLOUR PROCESS Full colour printing by superimposing three primary colours and black: yellow, red (magenta), blue-green (cyan) and black - see Colour separation.

G.S.M. (Grams per square metre) A measure of paper's substance on the basis of weight: 65 - 95 g.s.m. is the normal offset printing range.

GALLEY A tray holding letterpress type ready for printing; a galley proof is a manual print for checking before machine printing.

HALF-TONE A reproduction of an image with gradations of tones; the the opposite of line art and lettering; half-tone screening uses a transparent screen ruled with opaque lines to convert these tones into dots which simulate the actual tones.

HEADLINE A line of type at top of page, separated from the text; a running headline is the repetition of the title on the top of each page or of left-hand pages.

IMPOSITION Planning pages on the sheet so that they fold into the correct sequence.

IMPRINT Name of Printer and place of printing, on last page or title verso; otherwise, the publisher's name, place, and date.

JUSTIFICATION The even spacing of blocks or lines of type to a defined measure.

LEADING The process of separating characters or lines by unprinted spaces; in letterpress, pieces of lead without type-face are used.

LETTERPRESS Process of printing from raised surfaces of type or blocks.

LINE ART Original material that is solely black and white, with no continuous tones (grays).

LOWER CASE Smaller letters, not capitals - see Case

MAKE-READY Process of preparing the press to print the product to agreed standards, including adjustments of registration.

OFFSET An indirect process of printing which transfers the ink image from a litho (stone or) plate, to a (rubber) blanket, to paper.

PASTE-UP Either proof pasted up to guide composition, or art & type pasted ready for plate making.

PERFECT To complete by printing the second side of paper.

PERFECT BINDING A glued binding with no stitching.

PERFECTOR A press which prints both sides at one run.

PHOTO-LITHOGRAPHY A photographic means of making a lithographic (direct or offset) plate.

PITCH The number of letters/spaces to the inch on a typewriter. Usually 10 or 12 pitch.

PLATE The printing surface in relief, planographic , or intaglio processe

POINT SYSTEM A standard measurement of type size: 72 points equal one inch - e.g. this is 8 point type.

REEL A roll or web of paper as distinct from shee:s.

REGISTER To align two or more impressions, either on one side or on two sides of the paper. Registration marks are used to correctly align such.

ROTARY A press in which both printing surface and impression cylinder rotate.

SET-OFF The undesirable transfer of ink from or a printed surface to another: not equivalent to off-set.

SIGNATURE The identification mark at the foot of an outer page of a section - an aid to collation.

STITCHING To sew with thread or staple with wire: includes saddle stitch where sections are laid open on a saddle, AND side stitch where thread or wire passes through the side of the folded sections.

UPPER CASE Capital letters - see Case.

WEB Paper fed from a roll, not as sheets.

APPENDIX NINE

TYPE STYLES, PAPER SIZES, BOOK SIZES

This is certainly not intended to be a comprehensive statement on any of these three topics - just an introduction to remove some of the mystery.

For practical purposes, the editor should judge between what the (local) typesetters and printers can offer in terms of the directory's goals.

TYPE STYLES

The choice is basically between platen traditional printing using etched blocks and letter-press or linotype cast metal type, and offset printing using plates made photographically from images on paper. I favour the latter for cost and for ease of use.

If using offset, you may choose between typewritten material produced on an electric typewriter with a carbon ribbon and typeset copy produced by a similar machine.

The so-called "golf-ball" typewriters allow a range of styles and sizes, and may be photographically reduced to approx 75% of original size, for economy, without loss of clarity. If you have access to such a typewrite this is the cheaper way to set your text, in terms of labour.

The typesetting machines also offer a variety of styles. Because these machines vary the space for each letter, their product is more compact. Their styles are generally what people expect in a book. Their sizes of letters are immediately usable, without reduction.

The quick brown fox jumps over the lazy dog.
This is a ten pitch type used on a Selectric typewriter then reduced to 75% of original size.

The quick brown fox jumps over the lazy dog.
This is a twelve pitch type used on a Selectric typewriter, then reduced to 75% of original size.

The quick brown fox jumps over the lazy dog.
This is the same twelve pitch type re-produced without being reduced.

The quick brown fox jumps over the lazy dog.
This is 10 point medium, on a VARITYPER typesetter.

The quick brown fox jumps over the lazy dog.
This is 8 point medium, on a VARITYPER typesetter.

If you choose to use a quality electric typewriter with carbon ribbon, you can still have some variety of type faces *including script*, conventional styles, SMALLER AND LARGER DISPLAY STYLES.

PAPER SIZES

Regular paper sizes are derived from the progressive halving of the original sheet. The two basic metric sheet sizes and their more common derived sheet sizes are as follows:

A SERIES			
A0	118.9 x 84.1 cm	approx 46.8 x 33.1 ins	
A1	84.1 x 59.4 cm	33.1 x 23.4 ins	
A2	59.4 x 42.0 cm	23.4 x 16.5 ins	
A3	42.0 x 29.7 cm	16.5 x 11.7 ins	
A4	29.7 x 21.0 cm	11.7 x 8.3 ins	
A5	21.0 x 14.8 cm	8.3 x 5.8 ins	

B SERIES		
B0	141.4 x100.0 cm	
B1	100.0 x 70.7 cm	The A Series is
B2	70.7 x 50.0 cm	more common in
B3	50.0 x 35.3 cm	books, magazines,
B4	35.3 x 25.0 cm	and forms.
B5	25.0 x 17.6 cm	

BOOK SIZES

The older terms used to describe books are derived by combining various traditional British paper sizes with the term for the number of foldings

Whatever the original sheet size, that QUAD sheet was folded to two DOUBLES; each double folded gave two BROADSHEETS; a broadsheet halved was a FOLIO; a folio was halved for QUARTO; and a quarto sheet halved was OCTAVO . . . (By implication, the BROADSHEET is the basic unit.)

Hence, a Crown Octavo (Crn 8vo) was 7½ x 5 ins.
and a Crown Quarto (Crn 4to) was 10 x 7½ ins.
a Royal Octavo (Roy 8vo) was 9¾ x 6¼ ins.
a Foolscap Quarto (Fcap 4to) was 8½ x 6¾ ins.

Other foldings of the paper are possible - e.g. sexto (6to) making 6 sheets of the broadsheet.

TODAY, the terms are used more loosely in relation to our directory type of work, and QUARTO would serve to indicate the A4 size (approximately 11½ x 8¼ inches) or OCTAVO the A5 size (approx. 8½ x 5¾ inches)

It is well to remember that every folding implies more paper devoted to margins and less space available for printing. Your printer's equipment may also be limited in what folds it can perform, and the size of sheet it can print.

APPENDIX TEN

A SAMPLE SCHEDULE OF EXPENDITURE ITEMS

This summary of estimated expenditure for specific items was prepared for the 1977 - 78 Wagga Wagga Community Directory. It is included here to suggest the shape or balance of costs involved. This was a fairly ambitious project, but the expenditure headings could be similar for any project. (First get your quotation on various component costs.)

PROJECT OUTLINE

- to be self-funding from advertising which is sold on a percentage commission basis,
- to include services & interest groups, basic services, street & facilities maps (indexed), local descriptive profile, regional touring guide & map,
- to use both spot colour and full colour photographic illustrations,
- to print & distribute 13,500 copies (later raised to 15,000 copies) of the full directory,
- to print a further run of the central section as a free-standing tourist guide/souvenir for sale (to cover costs and possibly make a profit for future projects), and
- to allow for inflation during project duration.

EXPENDITURE ITEMS . . . COST (including inflation)

Paper and Printing Time	$5750
Colour Separations (Full Col.) x 4	851
Map Plates (4 Colour) 4 ea. for 3	207
Other 4 colour spot setting x 2	69
Typesetting editorial 44 pages x $6	304
Negatives/Plates for all editorial & Advertising pages except colour pages above - 84 pages x $10	966
Freight from printers, & transport of artwork	345
Deliveries to homes & businesses	450
Printing prospectus, forms, etc., & preliminary advertising	300
Materials & minor equipment - (letraset, photography, paper, glue pens, etc.)	200
Information gathering/editing	NIL
Advertising sales (as commission of 7% on sales: no fixed charge - deducted from income)	NIL
	$9,442

CALCULATION

If "Q" is the marginal/break-even price per quarter page to be charged to an advertiser . . .

Available income per ¼ page sold

= Q - setting - discount to continuing advertiser
- commission

= Q - 12½ - 3½ - 7%.Q

$= \frac{93.Q}{100} - 16$

Required income per ¼ page sold

= Total expenditure divided by number of ¼ pages sold

$= \frac{9442}{32 \times 4}$

= 73.77, **say $74**

At break-even point Available income = Required income

$\frac{93.Q}{100} - 16 = 74$

Q = 96.77, **say $97**

From this marginal price of $97 per quarter page, a full schedule of prices was calculated - with discounts and spot colours.

EXAMPLE OF DIRECTORY COVER The first page of "C" section. This was page 33 of the full 1977–78 Wagga Wagga Community Directory AND page 1 (front cover) of the tourist or visitors guide as a separate (sold) publication – printed black in a screened purple ground (Wagga 1978)